The Lawrenceville School
Director, Communications and External Relations

From its founding in 1810, The Lawrenceville School has maintained two defining characteristics: a willingness to explore and adopt the best practices in education as they have evolved and, at the same time, a commitment to maintaining traditions that continue to resonate with students. Against this dynamic intersection of respect for tradition and a future-oriented outlook, Lawrenceville invites applications and nominations as it embarks upon a search for the next Director of Communications and External Relations.

The Lawrenceville School

The Lawrenceville School is one of the nation’s premier coeducational boarding and day schools, serving students in grades 9 through 12, in addition to a small number of post-graduate students. The School’s 817 students come from 33 states and 45 countries, with seventy percent boarding and thirty percent day students. Thirty-two percent of students receive a total of $13 million dollars in financial aid and 53 percent are students of color. Lawrenceville has 350 staff, including 109 full-time teaching faculty. Across academic, residential, and co-curricular settings, Lawrenceville challenges a diverse community of promising young people to lead lives of learning, integrity, and high purpose, inspiring the best in each to seek the best for all.

The Lawrenceville experience is over 200 years in the making, and core to that heritage is the value placed on a close, caring community. Young people encounter rigorous challenge in a highly supportive environment, and with this careful preparation, year after year, talented graduates head out into the world with the confidence to thrive and the conviction to make a difference.

At the heart of the School is the belief that students dig deeper, reach higher, and stretch further when they feel the embrace of supportive peers and the mentorship of caring adults who know when and how to challenge them. This sense of community is fostered by the close-knit House system where young Lawrentians develop a deep sense of belonging; it is forged around the close confines of the Harkness table, where masters engage the intellect, encourage students to grapple with ideas, and teach lifelong respect and humility.
Situated on 700 acres in historical Lawrenceville, New Jersey, the campus is conveniently situated one hour from New York City and one hour from Philadelphia. Downtown Princeton is just a five-minute drive from the campus and offers numerous shops, restaurants, and cultural diversity.

Lawrenceville’s financial condition is strong with stable leadership, an endowment value of nearly $500 million, and an annual operating budget of approximately $66 million. To learn more about Lawrenceville, please visit www.lawrenceville.org.

The Role of Director, Communications and External Relations

The Director of Communications and External Relations serves as the chief communications officer for Lawrenceville and is a key member of the senior leadership team. The Director leads the development and implementation of the School’s brand, vision, strategy, and public relations with the goal of building Lawrenceville’s national reputation as one of the nation’s most prestigious and highly regarded independent boarding schools. The Director manages strategy, planning, development, and execution of the communications, branding, image, marketing, and advertising functions of the School for external and internal audiences. The Director is responsible for upholding and promoting the mission, values, and special character of The Lawrenceville School to all its constituencies, as well as to the wider world. The Director supports the communication and marketing needs of the School, and coordinates with the administration on the creation of all publications.

The Director oversees the work of approximately seven professional staff, including:
- Editor of The Lawrentian, Lawrenceville’s alumni magazine
- Director of Public Relations
- Photographer
- Art Director
- Social Media Strategist
- Web Content Manager
- Administrative Assistant

Specifically, the Director will provide leadership around the following:
- Developing and implementing a comprehensive strategic communications and marketing plan to promote Lawrenceville’s image, mission, profile, and reputation among prospective students, alumni, donors, and the public;
- Serving as the primary contact and spokesperson with local, regional, and national media;
- Managing inquiries, press relations, crisis communications, and promotion of the School’s achievements;
- Developing and managing media events;
- Providing consultation on strategic communications to key constituents;
- Developing marketing materials, including web, video, social media, brochures, publications, and marketing presentations;
- Developing and implementing a public relations plan that includes planning and coordination of special events;
- Developing strategic partnerships with secondary and higher education, business, and media organizations;
● Working closely across the School to develop partnerships and enhance relations with key community, educational, business, and governmental leaders;
● Developing and managing budgets for communications, marketing, and outreach activities, including reporting on results; and
● Overseeing approximately seven full-time staff.

The position reports to Gregory B. Buckles who was named the Shelby M. C. Davis ’54 Dean of Enrollment Management on July 1, 2019. Previously Buckles served as the Dean of Admissions at Middlebury College in Vermont. Prior to Middlebury, he served as the Director of Admissions at Kenyon College and has also worked in admissions at Denison University. From 1996 to 2007, Buckles was an Assistant Headmaster at the Hill School, serving as a senior staff member with responsibility for planning, directing, and marketing all aspects of the School’s college advising, admission, enrollment, and financial aid programs. He also taught English, was a dormitory floor master, and coached wrestling and football for five years at Loomis Chaffee School. Buckles is a graduate of Denison University and earned an M.A. in literature from Trinity College in Connecticut.

Opportunities, Challenges and Qualifications

The Director must be a leader with the vision, commitment, and ability to advance a complex, independent boarding school. The successful candidate should understand the opportunities and challenges facing independent schools and possess the skills, leadership, and vision to improve the communications, branding, and marketing quality. The successful candidate will be a creative and strategic thinker who has broad communications experience and can turn ideas into actionable programs.

Priorities for the next Director include, but are not limited to the following:

● Provide visionary direction and leadership around the new campaign: Provide creative leadership for the roll-out of the largest capital campaign in the history of independent boarding schools, which will begin in 2020;
● Provide ambitious vision and strategic direction: Partner closely with the Dean of Enrollment Management, the senior team, and external consultants to provide vision and strategic direction regarding branding for the School. Oversee the formulation of a crisis communication plan for the School;
● Build community and collaboration: Lawrenceville is a large, multi-faceted, community-minded school. The new Director should provide leadership that values building communities and fostering creative collaborations. He/she will need to bring people together, share information broadly, and facilitate communication among others;
● Foster innovation and enhance technology: Lead with a spirit of creativity and passion to foster innovation and develop a technology strategy to support new and innovative ways to showcase the institution to internal and external audiences;
● Develop strategic partnerships: Promote an environment of innovation and entrepreneurship to foster and expand partnerships to extend the reach of communications across the campus; and
● Promote access, diversity, and excellence: As one of the leading independent boarding schools in the nation, Lawrenceville serves a racially, ethnically, and culturally diverse
community. The Director must embrace and promote Lawrenceville’s culture of diversity in an environment of inclusivity and program excellence.

In addition to demonstrated accomplishments in complex, strategic communications planning and implementation, the next Director is expected to demonstrate the following:

- Evidence of strong writing, editing, interpersonal, and presentation skills;
- Broad understanding of developing and emerging communications technologies and platforms;
- Ability to define goals and objectives, identify audience segments, develop strategic and targeted messaging and communications plans, and measure effectiveness;
- Leadership capacity including an ability to manage multiple projects with competing priorities and excellent organizational skills;
- Proven ability to mentor, develop, support, motivate, and supervise staff, while fostering a spirit of creative collaboration;
- Experience handling sensitive and confidential information with discretion;
- Ability to foster effective relationships with senior leadership, faculty, communications professionals, staff, and students;
- Social media, design, and branding experience;
- Prior experience in an educational environment (university or secondary school) strongly desired;
- Minimum of ten years of experience in marketing, public relations, communications, or related fields;
- Minimum of five years management responsibility, including project management and group facilitation, team building, and collaboration skills;
- Bachelor’s degree required.

Applications and Nominations

Inquiries, nominations, and letters of interest with a resume may be sent in confidence to:

Ruth Shoemaker Wood, Partner
Storbeck Search & Associates
LawrencevilleCommunications@storbecksearch.com

The Lawrenceville School is a diverse and inclusive community and makes all employment decisions without regard for an individual's race, creed, color, religion, national origin, nationality, sex, pregnancy, affectional or sexual orientation, gender identity or expression, age, veteran status, physical or mental disability (including AIDS and HIV related illness), genetic information, refusal to provide genetic information, refusal to submit to genetic testing, ancestry, familial status, marital status, domestic partnership status, civil union status, atypical cellular or blood trait, military service, application for military service, or any other characteristic protected by applicable law. The
Lawrenceville School will also provide reasonable accommodations for qualified individuals in accordance with applicable law.