



Communication & Marketing Manager

Red Bridge Description

Red Bridge is an independent K-8 school that opened in September 2020 in San Francisco. Red Bridge was founded as a demonstration school for a new model of education designed to foster a sense of agency in students as the foundation for academic and life success. Student ownership is built into every system and structure of the school, so that students gradually take on more responsibility for their learning. This puts every student on the path to becoming a lifelong learner – so that no matter what the future looks like, they have the capacity to adapt and flourish.

Red Bridge strives to have a student body that reflects the diversity of our community in San Francisco. Our mission, location and individualized tuition model all support this goal. We believe that a diverse learning community is a necessary part of a high-quality education. We aim to have a faculty that reflects this diversity as well. Candidates from underrepresented groups are encouraged to apply.

Teachers at Red Bridge are models of lifelong learning: collaborating to design meaningful learning experiences for students, closely observing children’s development and needs, and creating and reflecting on innovative routines and systems. Red Bridge currently serves thirty students in the equivalent of Kindergarten – Fourth Grade. We will continue to grow and age-up with our student body until we are a full K-8 school.

Position Overview

The Communication & Marketing Manager will be responsible for creating content and contributing to strategy development for all external communications including those related to admissions, recruitment and enrollment, fundraising and grant applications, the current Red Bridge community and social media. The Communication & Marketing manager will assist in the design and recruitment of the Red Bridge middle school program. General responsibilities include assembling the weekly newsletter for each Autonomy Level (including taking and selecting photographs), leading tours and online information sessions for prospective parents, attending school fairs and applying for relevant grants. The Communication & Marketing Manager will be involved in creating strategic plans regarding social media, donor relations and middle school recruitment. This is a full-time position reporting to the Head of School.

Qualifications

Experience

Ideal candidates will have:

- experience working in a school setting
- Degree in a relevant field (ex. English, Communications, Marketing)
- Published writing or professional experience as an editor or copy editor
- Knowledge of digital tools and social media strategy
- A background in photography, including digital photo and/or video editing

Mindset

Ideal candidates will believe:

- in high expectations for all students, and have the ability to recognize excellence
- that collaboration yields better results
- that the role of the teacher is not to get students to listen, but to get students to think
- that thoughtful feedback is welcome and helpful for personal development
- that planning and preparation are key to reaching lofty goals

Work habits

Ideal candidates will consistently:

- address issues proactively
- take on a variety of tasks flexibly, as necessitated in the school's early years
- demonstrate authentic enthusiasm for intellectual inquiry
- model lifelong learning
- work to create a culture of belonging for students, parents and colleagues

Steps to Apply

Please make sure you have read all of the materials on our website. Red Bridge is a new model of school, and it's important that you are excited to be on an early-stage team where you will be creating brand new systems, projects, documents, resources, etc. and that you are fully aligned with our mission.

If you're interested in applying e-mail jobs@redbridgesf.org with your resume and cover letter. Be sure to specify the name of the role you are applying for.

Start Date

Summer 2023 (for the 2023-2024 school year)

What We Offer

- Opportunity to be part of an early-stage team of motivated, intentional, life-long learners
- Competitive compensation commensurate with experience
- Health and dental benefits
- Stipend for lifelong learning
- 401k
- Meaningful opportunities for professional development
- Opportunity to have a broader impact on the field of education

Red Bridge Education is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state or local law in its employment policies. In addition, Red Bridge Education will provide reasonable accommodations for qualified individuals with disabilities.

Red Bridge strives to have its faculty and student body reflect the diversity of the society in which they exist. Candidates from underrepresented groups are encouraged to apply.