



The  
Overlake School  
EST. 1967

Now Hiring

# Director of Marketing & Communications

Full-Time Position  
Redmond, Washington  
Starts May 4, 2026

Join our community and shape the future,  
one promising student at a time.





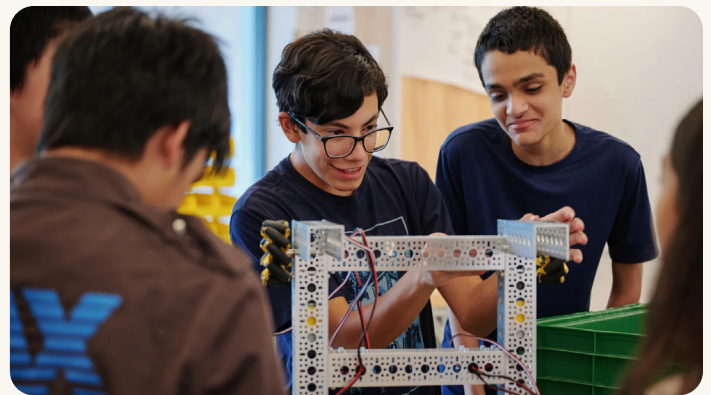
# Here at Overlake...

We believe meaningful work happens in a community rooted in curiosity, care, and purpose. We're looking for leaders who want to make an impact — and grow alongside students, families, and colleagues. Help us bring out the brilliance in every changemaker.



## Mission

The Overlake School champions students and their vast potential through engaging educational experiences in a diverse and inclusive community. Students are valued as multifaceted individuals and graduate with a passion for learning, ready for any path that contributes to a better world.



## Vision

The Overlake School will exemplify a student-centered education and a collaborative learning environment that connects to the broader world. We will cultivate a community rooted in equity and mutual respect with our diverse population of families, and we will be known for a definition of human success that includes learning, relationships, well-being, and purpose.





## About the Role

# Director of Marketing & Communications

The **Director of Marketing & Communications** is a **thoughtful and collaborative leader** who helps Overlake share its story with clarity, warmth, and purpose. This role guides how the school communicates—internally and externally—bringing consistency, creativity, and care to everything from brand and messaging to marketing strategy and storytelling. Reporting to the Head of Operations & Research and working closely with school leadership, the Director supports enrollment, community connection, and philanthropy while ensuring Overlake's voice is authentic, values-aligned, and forward-looking. This position supervises the Communications Associate.



### Salary:

**\$125,000 - 150,000**

Annual salary, exempt status. The salary offered will depend on relevant education and/or years of experience.

### Hours & Location:

Monday through Friday, with occasional evenings and weekends. This is a year-round, on-campus position at Overlake, beginning May 4, 2026.

### The Process:

Applications will be reviewed on a rolling basis, and the search will remain open until the position is filled.

## Who You Are

- **A strategic and creative leader** who sees marketing and communications as essential to institutional clarity, momentum, and trust.
- **A sought-after collaborator** who builds strong partnerships across Development, Enrollment, Academics, and Leadership to move shared priorities forward.
- **A storyteller with discernment**, able to surface and shape authentic stories that reflect Overlake's mission, values, and evolving identity.
- **A clear and confident communicator** who delivers consistent, audience-centered messaging across platforms, moments, and constituencies.
- **A future-focused thinker** who stays current on marketing trends, digital platforms, and best practices—and knows when not to chase them.
- **A steady presence in complexity**, balancing creativity with structure, vision with execution.
- **A systems-minded leader** who brings order, coherence, and strategy to messaging, brand standards, and workflows.
- **A listener first**, curious about community perspectives and skilled at translating insight into action.
- **A values-aligned professional** who understands the nuance and responsibility of communicating for an independent school community.
- **A hands-on leader and coach**, comfortable doing the work while developing the people and processes around you.
- **A disciplined, professional communicator with digital fluency**, grounded in real-world experience. You bring judgment, care, and technical skill to intentional communications.



# What You'll Do

## Lead Strategy & Steward the Brand

- Set and advance a **clear, multi-year marketing and communications strategy** aligned with Overlake's strategic priorities and institutional goals, informed by clear metrics and actionable data.
- Serve as a **brand steward**, ensuring consistency, clarity, and resonance across all internal and external communications.
- Translate complex initiatives into **clear, compelling narratives** that build understanding and engagement.

## Tell Overlake's Story

- Shape and elevate Overlake's story across **web, print, email, social, and multimedia platforms**.
- Identify and amplify stories that reflect the experience of students, faculty, staff, alumni, and families.
- Partner closely with Development and Enrollment to support **philanthropic storytelling and enrollment goals**.
- Use data, insights, and clear metrics to **inform storytelling decisions**, strengthen messaging, and assess effectiveness—ensuring communication strategies are resonant, impactful, and aligned.

## Strengthen Collaboration, Communication, & Trust

- **Listen with intention and collaborate with care**, fostering trust and strong partnerships by valuing perspective, context, and shared ownership of communication.
- Lead **audience-centered communication** planning, ensuring the right message reaches the right people at the right time.
- Advise senior leadership on **messaging, positioning, and tone** during moments of opportunity, change, or challenge.
- Support internal communications that foster alignment, clarity, and confidence across the community.

## Build Systems, Processes & Capacity

- Develop and refine **workflows, calendars, and standards** that ensure communications are more proactive, strategic, and sustainable.
- Oversee and evolve the school's **digital presence**, including the public website and major platforms.
- Design and manage **diversified social media and print strategies**, thoughtfully segmenting audiences to deliver relevant, effective content across modern and relevant channels.
- Manage and mentor marketing and communications staff and partners, building a culture of collaboration and excellence.

## Partner Across the School

- Serve as a **trusted partner** to school leaders, faculty, and staff—helping them communicate effectively while maintaining institutional voice.
- Collaborate on major initiatives, milestones, and campaigns, from strategic plan storytelling to major school events.
- Bring a **thoughtful, adaptive approach** to a school that is both values-rooted and forward-looking.

# What You'll Do (Continued)

## Qualifications

- Bachelor's degree in communications, marketing, public relations, or a related field.
- Four+ years of professional experience in communications, marketing, digital media, or similar work.
- Strong writing, editing, and storytelling skills.
- Adept with contemporary design, social media, and content management tools.
- Ability to manage multiple projects with clarity and attention to detail.
- Demonstrated ability to translate institutional priorities into clear, effective communication strategies.
- Desire to work in a school community of learners from grades 5-12.
- Graphic design expertise in Canva, Adobe Creative Cloud, and other common industry design tools.
- Experience in independent schools or mission-driven organizations.
- Familiarity with website management systems, CRM platforms, and analytics tools.
- Experience coordinating creative vendors (photographers, designers, printers).
- Interest in applying marketing strategy, brand development, and crisis communication.
- Comfort making data-informed decisions, setting standards, and navigating feedback within a collaborative environment.



## Who Thrives in this Role

- A collaborator who enjoys listening, learning, and building trust across a community.
- Someone who has solid communication fundamentals and is eager to expand the reach of our vibrant community
- Someone who values tradition and respects Overlake's history while also embracing fresh approaches.
- A steady communicator who can manage both day-to-day tasks and long-range projects.

## Physical Requirements

- Ability to lift up to 10 lbs.
- Ability to sit/stand for extended periods.
- Works in office/outdoor environment.

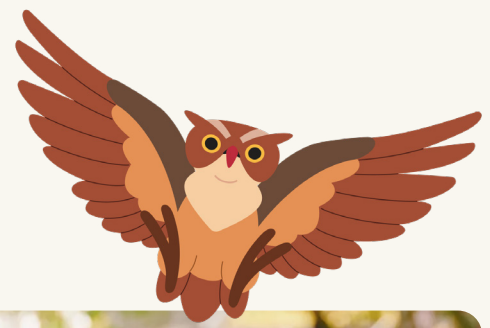
Please review the [job description](#) for additional details.







# Why work at Overlake?

The Overlake School is a community built on sincerity, shared wonder, and the belief that people do their best work when they feel supported and valued. Here, your voice matters — and your contributions help shape the experiences of students and colleagues alike.

Whether inside the classroom or beyond it, our work is grounded in collaboration, respect, and a commitment to helping every member of our community thrive.



## The Details

-  7:1 Student/Teacher Ratio
-  576 Students
-  \$1.79 Million Financial Aid
-  \$24 Million Annual Budget

## Our Values

-  Compassion
-  Curiosity
-  Integrity
-  Inclusion & Equity
-  Mutual Respect



# Benefits that Support You



## We Invest in Our People.

### Generous Medical Coverage

- A comprehensive benefits package designed to support employee health and wellbeing, including medical, vision, and dental coverage, wellness resources, and on-campus amenities that support day-to-day balance.

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### Generous Paid Time Off

- A generous paid time off program, including holidays and flexible leave options, designed to support rest, balance, and long-term sustainability.

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### Financial Security

- A competitive retirement savings program with employer contributions that support long-term financial planning and stability.

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### Professional Development

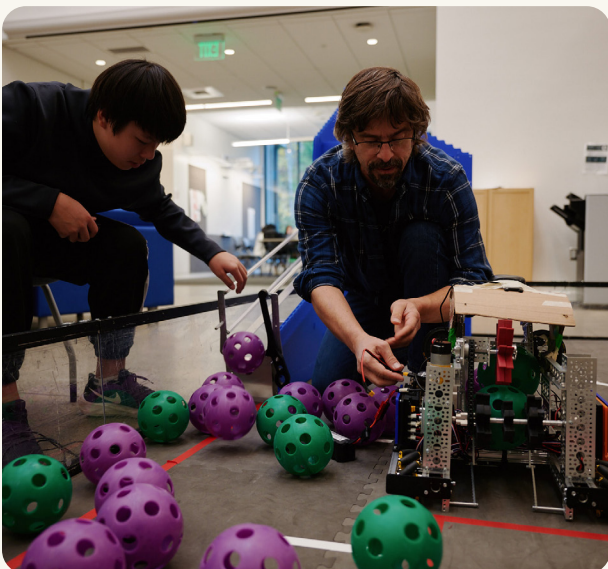
- Support for ongoing professional growth through continuing education opportunities, with long-term development benefits, including sabbatical eligibility for faculty.

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### Additional Perks

- Meal Allowance
- Employee Assistance Program
- Life Insurance
- Long Term Disability
- Short Term Disability
- Free Parking
- Use of School Library
- New Employee Mentorship Program

[Learn more](#)





All we're missing is you. Apply for a career at Overlake today.



## Interested in joining us?

We encourage candidates who feel aligned with Overlake's mission and values to apply. To learn more and apply, please visit [overlake.org/careers](https://overlake.org/careers).

Apply now