



The Gow School

**Director of Marketing and Communications
Search**

South Wales, New York



Mission

A leader and innovator in dyslexia education with a commitment to the values of kindness, respect, honesty, and hard work, since 1926 The Gow School has been helping students with language-based learning differences develop the skills and confidence to succeed in higher education and beyond as creative, compassionate adults and engaged citizens.

At a Glance

- Established: 1926
- Enrollment: 75
- Grades: 5-12, Post-Grad
- Specialty Program: Reconstructive Language (RL), Orton-Gillingham
- Student/Teacher Ratio: 4:1
- Students receiving financial aid: approx. 50%
- Campus: 125 acres in South Wales, NY
- College Acceptance Rate: 100%

An Opportunity to Tell a Life-Changing Story

At The Gow School, students who have struggled elsewhere discover how they learn and, often for the first time, experience true academic confidence and success.

Since 1926, Gow has been a national leader in educating and empowering students with dyslexia, dysgraphia, dyscalculia, ADHD, and other language-based learning differences. Serving students in grades 5–12 and postgraduate learners, the school combines a century of expertise with a highly personalized, research-backed, college-preparatory program grounded in the Orton-Gillingham approach. Through small classes, expert faculty, and a deeply supportive community, Gow helps students not only succeed academically, but rediscover their strengths, build lasting confidence, and realize their potential.

Set on a picturesque campus just outside Buffalo, New York, Gow offers a unique boarding and day school environment where structure, support, and belonging come together. Students are known well, challenged thoughtfully, and encouraged to develop the independence, resilience, and self-advocacy skills that prepare them for success in college and in life. Today, 100% of Gow graduates earn college acceptances worldwide.

The Gow School now seeks a **Director of Marketing and Communications** who can bring this powerful story to life with clarity, authenticity, and strategic vision, ensuring that more students and families discover what is possible at Gow.



Accreditations

- New York State Association of Independent Schools (NYSAIS)
- Gow's Reconstructive Language (RL) program is accredited by the International Multisensory Structured Language Education Council (IMSLEC) and meets the International Dyslexia Association (IDA) Knowledge and Practice Standards for Teachers of Reading.

Memberships

- Assoc. of Boarding Schools
- Assoc. of LD Schools
- College Board
- Learning Disabilities Assoc. of America
- National Association of of Independent Schools (NAIS)
- NY Assoc. of Independent Schools (NYSAIS)
- Small Boarding School Assoc.

The Role

Reporting to the Head of School and serving as a member of the senior leadership team, the Director of Marketing and Communications will lead the school's efforts to articulate its mission, strengthen its visibility, and support enrollment through thoughtful, strategic communication.

This is a hands-on leadership role for a gifted writer, storyteller, and strategist, someone who can translate a deeply meaningful educational experience into messaging that resonates with prospective families, educational consultants, and the broader community.

Key Responsibilities

Strategy and Storytelling

- Lead an integrated marketing and communications strategy aligned with Gow's mission and strategic priorities
- Serve as steward of the school's voice, brand, and narrative
- Position Gow as a national leader in the education of students with learning differences

Enrollment Marketing

- Partner closely with Enrollment Management to support recruitment and retention
- Develop targeted outreach to prospective families, consultants, and referral networks
- Use data and market insight to refine strategy and expand reach



Location

Only 20 minutes south of Buffalo, NY, home of the Buffalo Wing, Gow is centrally located between the mid-west and the east coast. Buffalo was named a Best Place to Live in 2024 by Money.com and was recently ranked sixth in a global study of the most affordable housing markets.

The Buffalo airport offers over 20 direct flights from major cities.

Western New York is home to:

- Three professional sports teams: football, hockey, and baseball
- Performing arts: Shea's, Kleinhans,
- Chautauqua Institution
- Art galleries, including Albright Knox Gallery
- A science and history museum
- Two nearby ski resorts, including Holiday Valley
- Nearby Historic East Aurora
- Buffalo Botanical Gardens
- The Buffalo Zoo
- Frank Lloyd Wright Martin House
- Niagara Falls State Park
- The Historic Roycroft Campus
- Millard Fillmore Presidential Site
- 14 state parks and 1 national wildlife refuge
- More than six colleges and universities

Communications and Content

- Oversee all internal and external communications, including publications and major announcements
- Ensure clarity, consistency, and alignment across all audiences
- Shape messaging for key initiatives and community engagement

Digital Presence

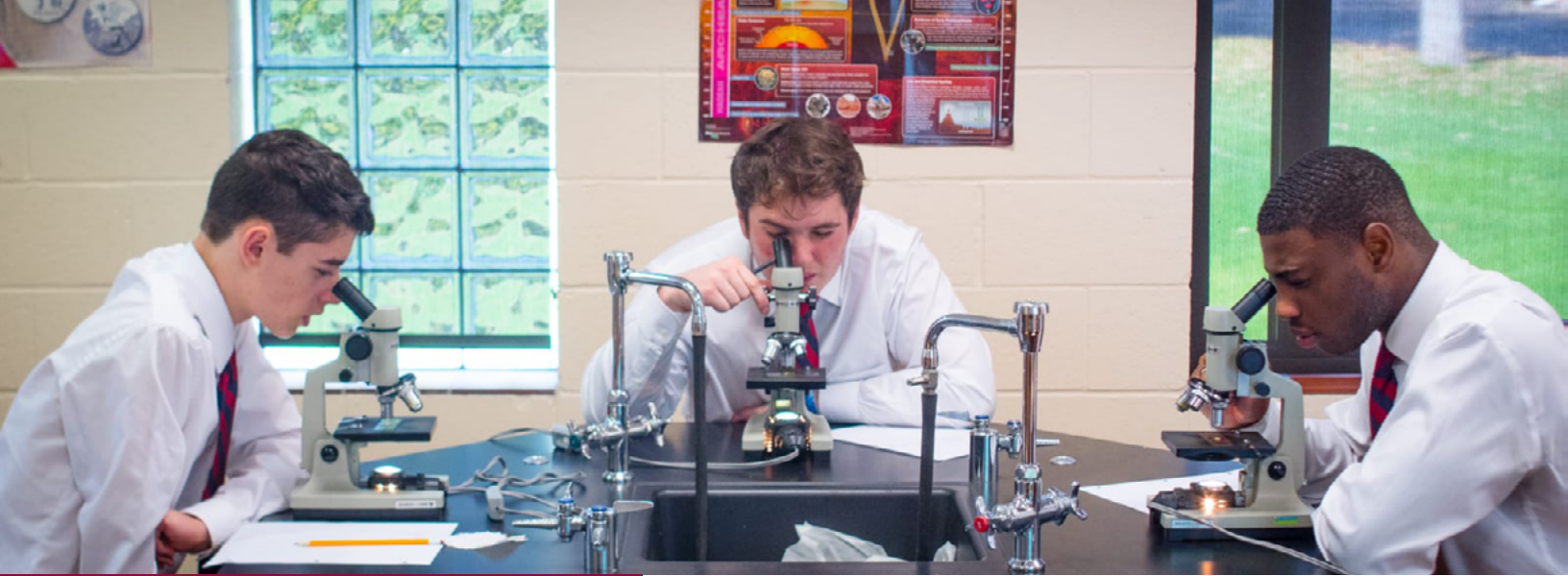
- Lead website, social media, and digital marketing strategy
- Oversee content development and editorial planning
- Strengthen visibility through SEO and targeted digital campaigns

External Relations

- Build relationships with media and relevant organizations
- Elevate Gow's thought leadership through speaking engagements, writing, and partnerships

Leadership and Collaboration

- Manage communications staff and external partners
- Work collaboratively across departments in a highly relational school environment
- Contribute actively as a member of the senior leadership team



Where Adventure & Learning Intersect

At Gow, students live and learn in the heart of the Great Lakes region, where we blend academics with outdoor adventures, creative pursuits, and a close-knit community.

The Gow Approach: Reignite Your Life

Within every child is a spark waiting to be reignited. Gow provides the expertise to make it happen.

Day in the Life of a Govian

Gow students days are busy from about 8:00 a.m. - 9:00 p.m. The structured daily routine is what sets the students up for success. Students are working hard and through that process, magic happens.

Qualifications

The ideal candidate will be a collaborative, detail-oriented professional who brings both strategic insight and creative energy.

- Bachelor's degree required; advanced degree a plus
- Significant experience in marketing and communications, ideally in an educational or mission-driven organization
- Exceptional writing, storytelling, editing, and proofreading skills
- Fluency in digital marketing and content strategy
- Sales or enrollment-related experience in a nonprofit or corporate settings is a plus
- Entrepreneurial mindset with the ability to build and execute strategy
- Working knowledge of Canva, Photoshop, and InDesign
- Photography and video editing skills are a plus
- Strong organizational and project management skills
- A genuine commitment to serving students who learn differently



Learn Everything Differently

Since 1926, The Gow School has rethought learning to rebuild confidence for children with dyslexia and language-based differences. It's not about where you start; it's about how we get you where you're meant to be.

At Gow, the sense of belonging, of equality, and of connection to one another is strong and immediate. Students are quickly embraced by fellow students, faculty, and staff, who form a close-knit community with bonds born of common trials and shared triumph. Supporting and celebrating one another, students and faculty develop lifelong friendships.

As part of our philosophy, we believe that it is very important to uphold the Pillars of Kindness, Respect, Honesty, and Hard Work.

Why Gow

This is an opportunity to do meaningful work in a school that changes lives every day.

At Gow, the impact is visible and profound: students who once felt discouraged become confident learners and engaged community members. The work of telling that story honestly, beautifully, and effectively matters deeply and makes a difference.

You will join a mission-driven community with a strong sense of purpose, a rich history, and a clear future. With its approaching 100th anniversary and renewed strategic focus, Gow is poised for continued growth and broader national visibility.

Located in Western New York, the school offers the benefits of a beautiful, accessible setting with proximity to Buffalo and a vibrant regional community. The campus itself with residence halls, athletic facilities, and academic spaces supports a fully immersive student experience.

For a marketing and communications leader who wants their work to have real impact, Gow offers something rare: the chance to amplify a story that truly transforms lives.



Applying for Positions in The Gow School

The Gow School aspires to treat everyone with unconditional positive regard using our four pillars of **Kindness, Respect, Honesty, and Hard Work** in all we do. We comply with federal and state regulations regarding protected classes. We are committed to being an organization that does not discriminate against anyone.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.



2491 Emery Road
South Wales NY, 14139

www.gow.org

How to Apply

Educators' Collaborative, LLC is assisting with this search. Interested candidates should submit the following materials as soon as possible, but no later than 1 June 2026:

- Letter of Interest
- Résumé
- Portfolio showcasing examples of marketing and writing work
- List of five references with contact information (phone, email, and relationship to you)

Please direct all inquiries and application materials to:

Carole Everett

Email: ceverett@educatorscollaborative.com

Phone: 917-494-2574

Compensation

Salary range: \$105,000–\$120,000, commensurate with experience, plus benefits.

There is also the possibility of on-campus housing. Start date is negotiable, though an earlier start is preferred.