

Saint Paul Lutheran High School
Concordia, Missouri

Position Description	Director of Communications and Marketing
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Guard what has been entrusted to your care. 1 Timothy 6:20

- I. **Position Title:** Director of Communications & Marketing

- II. **Principal Function:** The Director of Communications and Marketing is appointed by the Executive Director and is responsible to the Advancement Supervisor for the performance of assigned duties. The Director of Communications and Marketing shall primarily be concerned with communicating efforts to advance the enrollment, financial resources, and public image of the institution.

- III. **Implementation of Duties:** The Director of Communications & Marketing shall
 - a. Understand and work within the guidelines of the strategic marketing plan for the school.
 - b. Promote regular communication of news.
 - c. Be responsible for the preparation and release of information relating to the institution and its individual groups and members.
 - i. Timely updating and confirming activities and events of the organization both internally (on campus) and externally (website, social media).
 - ii. Protect brand cohesion by review, filtering and editing all communication vehicles.
 - d. Devise and implement means for promoting effective relations with congregations, auxiliary organizations and other support groups.
 - e. Be responsible for the supervision and coordination of the direct mail efforts of the high school relating to admissions and public information.
 - f. Ensure good, frequent, consistent and accurate communication with donors and alumni.
 - g. Provide support and assistance as needed for Advancement and Recruitment Directors.
 - h. Assist faculty and staff in maintaining positive relationships with families and the community.
 - i. Maintain the school website and communication vehicles.
 - j. Help to develop promotional materials for Advancement and Recruitment.
 - k. Anticipate future needs of publicity and advance work of campus life and events.

- l. In the area of Development
 - i. Become familiar with the donor base.
 - ii. Help communicate with donors.
 - iii. Manage donations and communicate effectively how they are used and appreciated.
 - iv. Actively anticipating future needs and events.
 - v. Setting up timetables for appeals and publicity for fundraising.

IV. Qualifications

- a. A clear understanding of the mission and ministry of SPLHS.
- b. BA or BS or equivalent preferred.
- c. Excellent communication skills.
- d. General accounting skills.
- e. Experience with Microsoft Office.
 - i. Word, Excel, Publisher, PowerPoint, Movie Maker
- f. Website and social media management.
- g. Innovative and visionary.
- h. Self-motivated.