



ST. JOHN'S NORTHWESTERN ACADEMIES
Job Description

Job Title: Director of Marketing and Communications
Department: Advancement
Reports To: Chief Advancement Officer
Prepared Date: September 30, 2022

Position Summary:

The Director of Marketing and Communications is responsible for the management of all of St. John's Northwestern Academies' marketing, communications, creative content, digital, social media, and public relations and plays a key role in SJNA's successes among its community, prospective constituents, and general public. Additionally, the Director of Marketing and Communications will work collaboratively with advancement staff to plan, coordinate, and manage all marketing and communication strategies and materials to completion. This role is integral in developing SJNA's brand awareness, enrollment growth, and donor engagement.

The Director of Marketing and Communications will share the vision of St. John's Northwestern Academies, understand the importance of fostering a strong network of connections and engage constituents on various platforms/media. This position will work collaboratively with colleagues throughout all levels and departments of SJNA to maximize department resourcefulness, generate revenue, and foster a positive environment to cultivate support for St. John's Northwestern Academies.

Essential Duties and Responsibilities:

- Develop and manage a comprehensive marketing, communications, and public relations program that will enhance SJNA's reputation, highlight areas of excellence, and successfully engage its current and prospective community.
- Facilitate short-and long-term marketing and communications initiatives.
- Develop and drive SJNA's digital marketing and communications strategic initiatives.
- Advance a robust and engaging digital marketing presence on a variety of social media platforms.
- Oversee editorial direction and design of all SJNA content as it pertains to publications and communication tools with an emphasis on marketing standards.
- Work closely with senior staff and other members of the organization to ensure an integrated team effort on all marketing and communication.
- Assist in the development and execution of media buys.
- Assist in the management of key vendors.
- Provide oversight for SJNA related content for website, press releases, social media, email communications, newsletters, and other publications.
- Collaborate with key partners to develop of all event-related marketing and communication materials.

- Consistently provide recommendations for proactive changes in the marketing strategies to grow national and international presence.
- Attend special functions relating to SJNA advancement initiatives.
- Support the President and Chief Advancement Officer in other duties as assigned.

Knowledge and Qualities:

- Bachelor's degree and at least 5 years' experience in charitable development. Master's preferred.
- Courteous, professional demeanor that includes a positive attitude, a willingness to work in a collaborative team environment, and an uncompromising commitment to the SJNA's mission and people
- Strong work ethic with the ability to work flexible hours including an occasional weekend
- Self-starter with independent spirit
- Excellent verbal and written communication skills
- Solid computer skills within emphasis in a variety of creative tools
- Ability to set priorities and simultaneously manage multiple projects
- Ability to represent SJNA's vision and objectives to prospective supporters and to build strong relationships
- Ability to organize and work with volunteers
- Strong analytical and problem-solving skills
- Ability to maintain professional discretion and confidentiality at all times