

JOB DESCRIPTION

Title: Director of Marketing and Communications	Standard Weekly/Hours: 40
Department: Advancement	FLSA: Exempt
Reports to: Vice President for Advancement	Supervises: <ul style="list-style-type: none">● Communications Specialist● Various and occasional independent contractors for social media, graphic design, photographer/videographer

SUMMARY

The Director of Marketing and Communications strategizes, develops, executes and oversees all marketing and communications in alignment with United’s mission, vision, values, brand standards, and priorities to generate maximum positive impact and outcomes including continued growth in student admissions, increased giving by current and new donors, and loyal engagement by alums and the wider community. In addition, this position will research and develop innovative, strategic and successful marketing relationships with stakeholder groups such as organizations with a similar mission, undergraduate departments, denominations, churches, ministers, and other community leaders.

ESSENTIAL RESPONSIBILITIES

1. Develop and oversee the implementation of an annual strategic plan to coordinate with the seminary’s fiscal year (July to June) that utilizes the most current and proven marketing and communication methods and technologies (30%)
 - a. Propose the annual plan and calendar for marketing and communication activities to the president and vice president for advancement in March for approval and implementation in July
 - b. The plan should include segmented admissions advertising campaigns, advancement giving campaigns, awareness building campaigns, event participation campaigns, strategic partnership campaigns, and other initiatives as directed by the seminary’s leadership team
 - c. Conduct a quarterly review of the plan to determine the effectiveness of the different campaigns including analysis of student enrollment growth and increased donor giving, and an assessment of key performance metrics based upon tracking tools such as HubSpot and enrollment reporting, SEO, social media metrics and advancement reporting
 - d. Implement any needed adjustments to the plan in alignment with the review to achieve the desired marketing results

2. Develop and oversee a consistent and engaging public image in alignment with the seminary’s strategic priorities and that highlights the seminary’s commitment to

- providing high quality progressive theological education across all electronic and print assets including the website (5%)
- a. Coordinate the periodic review of the school's image in consultation with the seminary's president and vice president for advancement
 - b. Propose image revisions in light of that periodic review
 - c. Coordinate the implementation of image adjustments as authorized by the president and vice president for advancement
3. Develop, execute and oversee consistent and effective marketing and communication materials for utilization with admissions (20%), advancement (20%) and seminary-wide events (10%)
- a. In consultation with the director for student enrollment, develop, execute and oversee marketing for all enrollment channels and audiences. This includes but is not limited to strategic SEO and blog planning, advertising, electronic communications, social media campaigns and print assets
 - b. In consultation with the vice president for advancement, develop, execute and oversee communications for all advancement channels and audiences. This includes but is not limited to electronic communications, social media campaigns, and print assets
 - c. Track and manage online engagement across communication platforms
 - d. Develop organizational communications including but not limited to press releases, organizational wide emails, and communications with strategic partners
4. Collaborate with the Academic Department (program directors and other faculty) and the Student Enrollment Department on the promotion of new and existing academic programs for the purpose of growing enrollment (10%)
- a. Stay up to date through periodic attendance at academic department meetings with the academic dean and faculty/program directors to gain awareness of new and modified academic programs and ensure that programs are being promoted accurately and effectively
 - b. Develop strategies for promoting programs both through online and in-person/localized approaches, as determined by the most appropriate and effective outcomes for growing enrollment
5. Serve as the main contact for the web designer, developer and host; graphic design artists; and printers for marketing materials; and oversee press releases including articles, editorials, and program announcements (5%)
- a. Ensure quality and consistency of all marketing and communications efforts
 - b. Oversee the maintenance of coherent and visually consistent design and text guidelines
 - c. As approved, work with outside design and marketing professionals to assist in marketing and communications activities
 - d. Serve as primary liaison with all media outlets

JOB SPECIFICATIONS

Education and Experience

- Minimum of five years of marketing and communications experience preferred
- Demonstrated experience and success in strategic communications planning and execution of marketing campaigns
- Demonstrated experience and success in marketing and communications leadership and collaboration with colleagues
- Bachelor degree required; Master's degree preferred

Required Knowledge, Skills and Abilities

1. Knowledge of communications and marketing media including print, website, social media, press relations
2. Understanding of brand management, including style, voice, audience, and market position
3. Exceptional written communication, verbal, and interpersonal skills
4. Experience with HubSpot or similar CRM technology
5. Experience with digital marketing conversations, including SEO, ads, landing pages and social media planning
6. Experience with WordPress
7. Experience with design programs, like Canva, and LucidPress/MARQ
8. Excellent copyediting and proofreading skills
9. Detail oriented
10. Able to work with a variety of people in different settings and departments
11. Ability to prioritize multiple responsibilities and deadlines
12. Conducive to working in a liberal theological environment
13. Understand and support seminary's mission, vision, and values
14. Appreciate the confidential nature of seminary information

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB

Incumbent must be able to:

- Communicate in English
- Hear and speak in order to use telephone and communicate with persons inside and outside the seminary
- Possess visual acuity for writing, editing and design work
- Apply manual dexterity for computer keyboarding and office equipment use
- Remain stationary for long periods of time, as well as move around the school's facilities
- Perform some bending, stretching and reaching related to office equipment use
- Reside in the seven county area of St. Paul/Minneapolis

TOOLS AND EQUIPMENT USED

Incumbent must be able to:

- Use telephone, calculator, copy machine, facsimile machine, computer, postage machine and other office equipment.

Employee Signature

Date

Supervisor Signature

Date