

# Director of Marketing and Development

**REPORTS TO:** Head of School

## **QUALIFICATIONS:**

- Bachelor's degree, preferably in Marketing, Business or Education/ Non-Profit
- Marketing/ Sales or Non-Profit Experience
- A passion for private school education
- Mid-upper career professional with at least five years of development, fundraising, or related experience
- Experience in private education is desirable, as is knowledge of the community of Longview, Texas and surrounding areas.
- Candidates should demonstrate initiative, have strong organizational and interpersonal skills, as well as a collaborative work style.

## **JOB GOALS:**

- To lead, plan, and direct and implement overall strategies for all marketing and communications
- Cultivation and care of the school's donors
- Implementation and planning of the school's fundraising activities
- Effectively managing day-to-day operations of the department

## **MAJOR RESPONSIBILITIES AND DUTIES:**

- To plan and execute programs that enhance public perception of the school.
- Press releases on events and contact with the news media, as needed.
- To identify emerging marketing strategies and tests their effectiveness and reports on their results.
- To provide networking opportunities and support for the director of admissions, to plan joint efforts to raise visibility of TST generally, and to work on specific school-based marketing issues.
- To design and place ads
- Design marketing images
- Prepare marketing plan and budget
- Create and maintain brand awareness and image
- Maintain social media platforms
- Maintain TVs around campus with TST image and important information
- Weekly email newsletter and communications
- Manage an office of one, an administrative assistant
- Work closely with many dedicated volunteers
- Lead the school's annual fundraising drives, the Trinity Advantage Fund and the Spring Gala
- Plan, develop, and execute strategies for obtaining donations; and to identify, cultivate, and solicit major gift prospects (current parents, alumni, friends of the school and businesses)
- Maintain visibility at school events
- Other duties as assigned