



Director of Marketing

Trinity School of Texas is a preK-12 college preparatory program that successfully prepares students for college and beyond in a joyful, spiritual environment. Graduates of Trinity School of Texas will attain academic excellence, embrace diversity, demonstrate intellectual curiosity, appreciate the arts, value physical well-being, serve their community and exemplify Christian living.

Job Summary

Reporting to the Head of School and working with the executive leadership team, the Director of Marketing will lead, plan, direct, and implement overall strategies for all marketing on behalf of Trinity School of Texas in order to raise TST's visibility and advance its brand. The Director will oversee and actively participate in the creation, design, budget, and production of regularly produced admission events and all marketing publications. Additionally, the Director will coordinate all advertising, publicity, and public relations and serve as the school's spokesperson when so designated by the Head of School.

Responsibilities

The Director will be expected to:

- Understand TST; thoroughly know the history, culture, traditions, and constituencies of the school; understand the educational philosophy; know all marketing and communications of the department.
- Develop marketing strategies and plans that enhance the perception of the Trinity School of Texas and drive increased engagement with prospective and current families.
- Collaborate with administrative departments in articulating their purpose and ongoing work. Specifically, this includes the Head of School, College Advising, Development, Admissions, Academic Divisions, and others as needed.
- Ensure brand and messaging quality and consistency and establish guidelines to apply across all departments, activities, and events at the school and among professional and volunteer leadership.
- In collaboration with the Director of Admission, design strategies, implement plans and coordinate admission events to increase enrollment and maintain prospective student and family interest.
- Plan for, deploy, and oversee digital activities: website, online campaigns, email marketing, social media, Annual Report, and digital content production.
- Plan and manage the department budget in order to maximize the effectiveness of all marketing efforts. This includes bidding out production of materials when appropriate to outside vendors.

- Create and execute a plan that regularly places the school in local media. Manage all messaging in the media.
- Manage all aspects of the school's print and electronic marketing communications, ensuring the continuity of the school's brand and logo. Oversee the work of print vendors in production of printed materials and web visuals.
- Engage actively in professional development in order to remain current in best practices related to independent school communications, emerging social media, and effective marketing and advertising strategies.
- Participate actively in the work and success of the executive leadership team and provide support for school events and administrative jobs as requested.
- Others duties as assigned.

Qualifications

The Director of Marketing will have the following qualifications:

- A BA/BS degree from an accredited college or university in a field related to marketing and communications; an advanced degree is preferred.
- Outstanding speaking, writing, editing, and computer skills.
- Deep knowledge of the principles of marketing and communications and fluency in using social media effectively.
- Knowledge of SEO and Google Analytics.
- Excellent communication and presentation skills.
- Previous private school experience is a plus.
- Demonstrated success in bringing regular, positive media attention to an organization.
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.