

Official Title: Director of Marketing and Communication

Purpose of the Position:

The Director of Marketing and Communication (DMC) has responsibility for visionary leadership in marketing, public relations, crisis management messaging, research-based messaging, and branding expertise for Lancaster Mennonite School. This marketing professional oversees the entire marketing and communication effort including the development and implementation of a strategic marketing and branding initiative. The comprehensive plan includes the coordination of all campus efforts to increase student enrollment, manage external communications and LM identity and image, motivate fundraising among alumni and other prospective donors, and recruit highly qualified faculty and staff.

The Director of Marketing and Communications shall have exemplary strategic skills with a strong understanding of the marketing and communication industries' best practices, and a firm understanding of marketing and branding principles, admissions, public relations, fundraising, and alumni relations.

The DMC is expected to collaborate with the Executive Team and with academic and administrative leaders across the campuses to market programs and initiatives and to support the Director of Advancement and Director of Enrollment in fundraising, alumni relations, and enrollment.

The DMC shall have broad experience and expertise in building and implementing comprehensive, coordinated strategic marketing and communication plans that incorporate a broad array of media tools, including but not limited to print, broadcast, and digital and social media.

This position requires a passion for Mennonite Christian education and a commitment to the mission of Lancaster Mennonite School and Confession of faith in a Mennonite Perspective.

Duties and Responsibilities:

The DMC shall:

- Work closely and collaboratively with the Superintendent, the Executive Team, academic departments and administrative offices across the school, to develop and implement an integrated, proactive, comprehensive, marketing and communication strategy and plan that enhances the brand, influence, and reputation of Lancaster Mennonite School
- Work with the Director of Enrolment to identify the most effective marketing strategy for growing enrollment at LM.
- Enhance communication and coordination among campus stakeholders, create and chair a standing Marketing and Communication Committee that shall include key campus stakeholders.

- Establish strong, sustained marketing partnerships and lead annual marketing plan development efforts with key campus leaders, especially the Assistant Superintendent, the Director of Enrollment, the Director of Advancement, and principals.
- Manage all school-wide marketing and communication activities, especially media relations; digital communication and social media; advertising placements, including print, digital, broadcast, and other formats that will ensure a cost-effective strategy to reach prospective students, donors and other targeted constituencies.
- Define and implement external communication strategies through strategic, effective and enhanced relationships with TV, radio, and print media.
- Promote the achievements of faculty, students, staff and campus leaders to enhance institutional branding of LM.
- Serve as a trusted senior advisor to the Superintendent on all matters related to internal and external branding, strategic marketing, and communication.
- Utilize appropriate metrics and analytics to keep the school apprised of national marketing trends that may have an impact on the school, and report regularly on the market position of LM.
- Coordinate digital outreach efforts, and enhancements to the LM website that will have a positive impact on school marketing and communication initiatives.
- Manage and coordinate all writing, photography, editing and other activities that directly support the development, production and distribution of the school's marketing and communication products, including but not limited to *Bridges*; press releases; and materials intended to market special events on campus, including the annual Homecoming and Fall Festival.
- Effectively manage and mentor the marketing and communication professional staff who fall under the supervision of the DMC, and lead the development of an annual marketing and communication budget.
- Other duties as assigned.

Qualifications:

The successful candidate will possess the following qualifications:

- Minimum of a Bachelor's degree in marketing, advertising, business communication, or related field.
- 5+ years' experience in marketing, including expertise in the development and implementation of strategic marketing, communication, and branding plans. Experience in marketing or communication in an education setting is strongly preferred.
- Demonstrated knowledge of brand development and current marketing and communication trends, including extensive knowledge of the use of social media.
- Exceptional writing, oral, and presentation skills.

- Ability to collaborate effectively with leadership at LM, school staff professionals, faculty leaders, and external constituencies of special priority to LM.
- Expertise in using Adobe Suite software.
- Experience supervising professional staff

Terms of Employment:

Position is full time exempt and may require extended evening or weekend hours.

Compensation: Salary is competitive and commensurate with qualifications and experience.

Additional information for applying can be found at www.lancastermennonite.org