



## Director of Strategic Communications and Development Job Description

**Position Title:** Director of Strategic Communications and Development  
**Department:** School Administration  
**Reports To:** President of School or Designee

**SUMMARY:** The individual will serve as the principal advisor providing comprehensive and proactive communications, strategies and planning, creation of media content, media relations, and news analysis to the President and Leadership Team.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

#### The Communications and Development Director is:

- Responsible for all Baptist Prep communications
- Works collaboratively with the Leadership Team and other key stakeholders
- Sets the vision for and leads the Communications Team in conducting and managing
  - internal communications
  - media relations
  - social media
  - Baptist Prep internal and external websites
  - marketing
  - strategic communications

In addition, the individual will assist the President in all development activities, including outlining and administering the school's Annual Fund development campaign.

**EDUCATION and/or EXPERIENCE:** Minimum of Bachelor's degree and three to five years of experience in marketing, content creation, and/or education.

**SKILLS and/or ABILITIES:** Ability to effectively articulate the vision and mission of the school. Strong managerial, leadership and supervisory skills. Excellent interpersonal, oral, and written communication skills. Highly self-directed with an attention to detail and ability to organize effectively. Computer proficiency: word processing, publishing and graphics, etc. Proficiency in social media and other digital marketing forms. Ability to create video content. Ability to long range plan and manage the daily details of implementation.