

## *Director of Community Relations*

### The Purpose and Ministry of the Director of Community Relations

The Director of Community Relations will recommend, implement and administer procedures to enhance the support of Lutheran High through targeted marketing to area constituents, alumni, alumni families and the greater St. Charles County highlighting the life experience benefits associated with Lutheran High.

### Accountability

The Director of Community Relations is accountable to the Head of School of Lutheran High School of St. Charles County for the performance of his/her positional responsibilities. Annual performance goals will be established.

### Terms of Service

The Director of Community Relations is an "at will" employee, a status under Missouri law to be one in which the relationship between the school and the employee may be terminated at any time with or without cause. This position may also be filled by a non-tenured "called worker" as established by the LCMS. It is assumed that, given a positive performance review, employment will be ongoing. Salary and benefits are established by the current compensation model, the employee benefits as outlined in the current Personnel Handbook & chosen by the employee. This position is full time.

### Christian Witness Characteristics

- Is dedicated to Christ-centered service to young people and their families, models love and care for youth, and is trustworthy in relationships and commitments
- Is conversant in and committed to the doctrines of the Lutheran Church-Missouri Synod and dedicated to promoting the Christian faith through the ministry of Lutheran High School
- Focuses on the common unity in Christ that is shared at Lutheran High School
- Leads as a servant, promotes consistent servant leadership and Christ-centered decision making
- Models the Christian faith in professional & personal activities, integrating his/her life with God's grace
- Conveys the Association's mission to others with passion and communicates effectively in clear and direct written and spoken language

### Positional Qualifications

The ideal candidate will:

- Minimum of Bachelor's degree with emphasis in marketing or related field
- Strong verbal and written communication skills
- Exhibits sound judgment, discretion, and a commitment to honor a high level of confidentiality
- Demonstrate leadership skills including strategic thinking, organizational abilities, team building, and ability to meet deadlines and manage details

### Positional Responsibilities

1. Develop and execute a calendar year strategic plan of various communications to targeted audiences.
2. Develop and coordinate marketing informational materials that effectively communicate the mission, ministry and life experience of Lutheran High.
3. Deliver print & electronic communications to targeted constituents - alumni, church members, public at large, etc.
4. Create email blasts that include weekly, monthly, quarterly and annual updates.
5. Oversee on site media including the lobby and external screens.
6. Email weekly bulletin announcements to Association churches.
7. Create year-end report regarding marketing successes and activities.
8. Share in media releases concerning noteworthy events relating to Lutheran High School.
9. Demonstrate proficient knowledge of Microsoft Word, PowerPoint and Excel.
10. Exhibit the ability to evolve with the job position as needed.
11. Coordinate advertising with outside agencies in consultation with the Head of School.
12. Work well with faculty/staff, constituents, students and parents.
13. Exhibit a commitment to meet project deadlines.
14. Assist with various fundraising events.
15. Attend various events and activities including periodic weekend and evening community events.
16. Assist in communicating with donors and prospective donors about needs of the educational ministry and gifting opportunities. Connect donors with their passion.
17. Assist in implementation of the strategic plan as it pertains to third source funding goals.
18. Effectively participate on the Lutheran High administrative team.