



DIRECTOR OF MARKETING AND COMMUNICATION

IMMEDIATE SUPERVISOR:

Director of Advancement

JOB SUMMARY:

The Director of Marketing and Communication oversee all activities related to marketing, public relations, and communications.

GENERAL RESPONSIBILITIES:

- Plan and implement with the Director of Advancement an integrated marketing and communications strategy that reflects the mission of STEPS
- Oversee the development, maintenance, content, and training of the STEPS website
- Oversee the development and production of all print and digital materials that go out from STEPS
- Coordinate internal communication among administration, faculty and staff, parish, and parents
- Advises administrators on all external communications with regard to audience, content, and delivery
- Coordinate the development and placement of all advertising
- Oversee the communication committee
- Oversee Website Design and/or Management
- Must have Blackbaud knowledge