

# Wartburg Theological Seminary

## Position Description

**Title: Director of Communications and Marketing**

**Classification: Exempt**

**Position Status: Regular Full-Time**

**Benefits: Health insurance, pension and vacation, sick and holiday pay**

**Supervisor: President**

### Position Summary:

The work of Communications and Marketing is integral to the life and mission of Wartburg Theological Seminary. The Director of Communications and Marketing is responsible for strengthening and supporting the mission of Wartburg Seminary through the implementation of marketing, branding, and communication strategies that support Wartburg's strategic direction. This includes managing a variety of communication strategies utilizing web, social media, digital media, print, brand awareness, and other communication and marketing tactics.

### Major Responsibilities/Activities:

- Develop and execute an annual institutional communication strategy and integrated marketing plan to effectively convey Wartburg's distinctive identity and gospel-centered mission.
- Assist goal-driven departments (Department of Vocation and Formation and Development) to create yearly departmental strategic communication, brand awareness, and integrated marketing plans.
- Track and report monthly analytics for institutional and departmental strategic communication, brand awareness, and integrated marketing plans and adjust plans as necessary to meet institutional and departmental goals.
- Serve as executive editor and administrator for wartburgseminary.edu.
- Write and publish donor, student, faculty, staff, alumni, and board stories that support the mission, vision, and strategic direction of Wartburg in various publications:
  - Daily/weekly posts to social media channels
  - Weekly website updates
  - Monthly electronic ELifeTogether newsletter

- *Life Together* Magazine: two issues representing strategic priorities
- Two external facing newsletters each year
- Provide leadership for and strategize to curate regular content and increase audience engagement on Wartburg's social media channels.
- Design print and digital graphics for seminary and departmental publications, mailings, targeted emails, and social media ensuring brand and style consistency.
- Manage relationships with vendors, outsourcing contracts, and printing companies.
- Ensure up to date photography is available for marketing.
- Assist departments and faculty in planning hosted events to ensure best practices are employed in website and event marketing materials, and that events details include proper registration information.
- Coordinate with the Technology Director on special Zoom requirements or technology needs.
- Facilitate Development appeals, maintain mailing lists and track responses.
- Support the planning of the annual alumni reunion and President's Dinner, and other Development events.
- For Development solicitation materials, coordinate the writing, graphic design, and printing with both on and off-campus partners.
- Serve on the Commencement planning team and support the final year class in creating materials related to Commencement.
- Create bulletins for special worship services and other significant Wartburg events.
- Other duties as assigned.

#### **Supervisory Responsibilities:**

- None

#### **Qualifications:**

##### **Education & Experience Required:**

Bachelor's degree in a related field and 3 years of experience in marketing, communication, brand awareness, and graphic design.

##### **Skills Required:**

- Ability to work well independently under pressure and manage deadlines.
- Proven track record of innovation and creativity.
- Expertise in marketing, brand communication techniques, computer-based design, editing, and various social media channels.
- Knowledge and experience with design and graphics software, such as Adobe Creative Suite.
- Gifted storyteller with exceptional written and verbal communication skills.
- Knowledge of theological education/Evangelical Lutheran Church in America is advantageous.
- Experience with direct mail solicitations and fundraising appeal best practices preferred.
- Collaborative team player.
- Experience developing, producing, and editing electronic and print communication materials.

- Experience with Wordpress and/or HTML.
- Professional experience with social media platforms, such as Facebook, Twitter, Instagram, and YouTube.
- Basic photography and video editing.
- Ability to negotiate with and manage vendors.

**Work Environment:**

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, software applications, phones, photocopiers and filing cabinets. Occasional evening and weekend work may be necessary.

Preference is that this position is Dubuque-based.

**Physical and Mental Demands:**

While performing the duties of this job, the employee is regularly required to talk, hear, see and move around. Arms, hands and fingers will be needed to handle and reach. Extensive sitting is required. Employee will occasionally need to lift boxes or materials up to 10 pounds.

Reasonable accommodation can be made to enable individuals with disabilities to perform the essential functions.

*Wartburg Theological Seminary recruits, employs, trains, compensates, and promotes regardless of race, religion, color, gender, gender identity or expression, sexual orientation, national origin, disability, age, veteran status, and other protected status as required by applicable law.*

***Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.***