

Wartburg Theological Seminary

Director for Communications – Position Description

Title: Director for Communications **Department:** Office of the President

Classification: Exempt

Position Status: Regular Full Time

Supervisor: President

Position Summary:

Communications is integral to the life and mission of Wartburg Theological Seminary (Wartburg). The Director for Communications is responsible for strengthening Wartburg through the implementation of marketing, brand, and communication strategies that support the mission and strategic direction of Wartburg. 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 an annual institutional strategic communication, brand awareness, style guide and integrated marketing plan to effectively convey Wartburg's distinctiveness.
- Assist goal driven departments (Admissions and Development, etc.) 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 for Wartburgseminary.edu
- Write and publish donor, student, faculty, staff, alumni, and brand 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 E-Life Together newsletter

- Life Together Magazine: three issues representing strategic priorities related to Admissions (February), Commencement/Mission (June), and Development (October with Annual Report)
- Provide leadership for and strategize with the social media team 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
- 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 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 story teller with exceptional written and verbal communication skills.
- 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, Snap-Chat, 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.

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

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

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.