**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Director, Marketing and Communications</th>
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<tbody>
<tr>
<td>REPORTS TO</td>
<td>Chief of Staff</td>
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<td>FOCUS</td>
<td>Marketing and Communications</td>
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<tr>
<td>EFFECTIVE DATE</td>
<td>July 1, 2020</td>
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<td>FLSA STATUS</td>
<td>Exempt</td>
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<tr>
<td>PAY</td>
<td>$60,000.00 - $75,000.00 per year</td>
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<tr>
<td>LOCATION</td>
<td>Hilliard, OH; Temporarily remote work due to COVID-19</td>
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The Director, Marketing and Communications helps establish and execute marketing strategies and tactics to help meet Battelle for Kids program goals. The Director collaborates with cross-functional teams in a fast-paced, innovative work environment. The Director will work to identify and appeal to key education audiences in order to generate enthusiasm for and advance the BFK mission of making 21\(^{st}\) century learning a reality for every student.

**RESPONSIBILITIES**

- Co-create and support the implementation of a comprehensive external marketing strategy for the organization.
- Develop and implement individual marketing plans for new and existing offerings, including marketing content creation, product launches and social media campaigns.
- Work collaboratively with leadership, content teams and other internal stakeholders to develop effective marketing plans that support sales goals for programs, products and services.
- Write copy that strategically appeals to key target audiences in the education field.
- Create marketing and communications collateral, including website copy, promotional materials, reports, blogs and podcasts.
- Generate, edit and publish content through social media platforms.
- Enforce brand marketing guidelines throughout each campaign to ensure overall cohesion with organizational branding.
- Analyze marketing data, including campaign results, conversion rates and online traffic to improve future marketing strategies and campaigns.
- Support the Business Development Team to provide expertise for developing and implementing strategies for new and existing products and services. Support lead generation activities to increase sales pipeline.
- Collaborate with the Events Team to prepare engaging displays and collateral for conferences and exhibit halls. Provide post-event reports and analysis.
- Assume responsibility for professional growth and development, keeping current with Education research, trends and marketing techniques.
- Provide clients with communications services, as applicable/assigned.
- Other duties as assigned.
- Moderate travel is expected (less than 25%).
KNOWLEDGE AND SKILLS
Strong written and oral communication skills. Adept in integrated marketing and communications planning and implementation. Meticulous attention to detail in copywriting and editing. Organized and self-directed. Committed to ensuring the highest quality implementation on time and on budget. Adaptable, analytical, creative and skilled problem solver. Exceptional relationship builder, collaborator and communicator with colleagues, clients, stakeholders, and partners. Knowledge and understanding of current trends and issues in marketing, education, and business. Adept with use of various platforms to support implementation.

EDUCATION AND EXPERIENCE
Bachelor’s degree in marketing or related field is required (Master’s degree preferred). Minimum of 5 years of marketing experience required. Experience in the education sector required; familiarity with the field of 21st century education strongly preferred. Experience in agency, consulting, digital/collaboration platform user experience or professional learning preferred. Proficient in MicroSoft Office Suite required.

The above statements describe the general nature and level of work only. They are not an exhaustive list of all required responsibilities, duties, and skills. Other duties may be added or this description amended at any time.

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