

# ILLINOIS LUTHERAN SCHOOLS, INC. (ILS)

## **Position Description Director of Publicity and Marketing**

Adopted: February 16, 2009  
Revised: September 20, 2010

### Primary Qualifications:

1. Proficient with Adobe and Microsoft Office
2. Effectively use design tools to develop marketing materials
3. Knowledgeable in preparing files for newspaper ads, mailings, and brochures
4. Organizational skills
5. Communication skills

### Accountability:

1. The Director of Publicity and Marketing shall be accountable to the Superintendent and Communication Committee.

This position description shall be reviewed by the Board of Directors in the regular policy review cycle and as the position needs to be filled.

### Duties and Responsibilities:

The specific duties and responsibilities of the Director of Publicity and Marketing include, but are not limited to the following:

1. Design and develop all postcards for mailings, flyers, and ads for the promotion of the school and school events.
2. Design newspaper ads to promote open houses, band and choir concerts, drama events, recitals, academic events, and athletic camps and submit to local papers for publication.
3. With the cooperation of the communication committee, design and develop a school brochure and school slogan on an as needed basis
4. Oversee and coordinate ordering mailing lists, printing labels, preparing mailings, and distributing mailings to the post office for both the fall and spring open houses.
5. Develop and produce all marketing materials requested by the Communication Committee.
6. Make recommendations to the Communication Committee of any marketing or publicity ideas to

help promote the school.

7. With the Recruitment Director, maintain a list of community events to participate in and coordinate the publicity of participation at these events.
8. Publish a quarterly ILS newsletter.
9. With the cooperation of the Board Chairman, publish monthly church newsletter information to be provided to the Trinity and Zion Church secretaries.
10. Serve as an advisory member of the Communication Committee.
11. The approximate time commitment for this position is 4-5 hours per week.