



POSITION VACANCY

- Date:** February 1, 2024
- Position:** Director of Communications
- Location:** The position is in-person during the six-month introductory period with the option to move to a more hybrid (but still local to Indianapolis, IN) format once the candidate is established in the role.
- Work Schedule:** Part-time/ 20 hours/week
- Salary:** \$25/hour

The [Washington Township Schools Foundation](#) is a non-profit education foundation with the mission of connecting private funding, community, and alumni with Washington Township Schools to support and enhance the unique educational experiences of our students. Over the years, the organization has awarded more than \$8 million in grants, scholarships, designated gifts and program support for students and teachers.

We are a small but mighty team doing important work to support students and teachers in Washington Township. We are excited to connect with a highly motivated, organized, creative and personable individual to help us be successful with our communication goals for the organization. This person must have initiative, energy and dependability around a diverse range of tasks.

Under the supervision of the Executive Director (ED), the Director of Communications will have responsibilities in several areas:

ORGANIZATION COMMUNICATIONS

- Steward the Washington Township Schools Foundation (WTSF) brand.
- Create communications and marketing-related collateral, including our annual report, newsletters, and other targeted materials (print and digital).
- Create engaging content including blog posts, videos, brochures, etc. that share mission-related stories of students, teachers, and alumni to enhance donor relations and alumni engagement.
- Promote and publicize programs, achievements, events, and other news items to both internal and external audiences.
- Maintain a strong presence over various social media platforms.
- Manage the WTSF website including creating and updating webpages and developing functionality as needed.
- Measure, track, and grow donor and alumni engagement with the organization.
- Manage media relations
- Partner with the WTSF Communications Chair to help Work with the Washington Township Schools Foundation Communications Committee to set annual committee goals

Communications and Marketing Plan, Editorial Calendar, Communications Surveys and work with the committee to execute those objectives.

- Support the Executive Director with speech writing and presentation materials

OFFICE SUPPORT AND DEVELOPMENT

- Assist with donor related acknowledgement and messaging.
- Integrate fundraising messaging and tools across all communication channels.
- Support needed day to day administrative tasks of the organization.
- Other duties as assigned

WE ARE LOOKING FOR CANDIDATES WHO ARE:

- Creative, conscientious, well organized, detail oriented, collaborative, and flexible
- Excellent in verbal and written communications skills
- Knowledgeable about brand management
- Able to create content for different audiences over a wide range of formats
- Understanding of tools, analytics, and techniques for web and social media platforms
- Able to set priorities to complete multiple projects with overlapping deadlines
- Self-motivated
- Supportive of public education, with an understanding of Washington Township Schools as a plus
- Technical experience working in WordPress, Adobe Creative Cloud (focused on Photoshop, Indesign, Illustrator, and Premier), Canva, Google Analytics, and social media platforms (Facebook, Instagram, X/Twitter) is required.

Experience with Microsoft Office and Google platforms is expected. Candidates must be able to communicate and interact professionally with staff and various members of the WT public, including parents, students, teachers, building-level and central office administrators, and community patrons.

EXPERIENCE AND OR EDUCATION:

Proven work experience, paid or unpaid in communications, marketing or related field. Bachelor's degree or related education appreciated but not required.

HOW TO APPLY:

If you think this position is a fit for you, you can apply at this [application link](https://bit.ly/WTSFComsPost).
(<https://bit.ly/WTSFComsPost>)

HOW TO APPLY:

Application deadline: 11:59pm February 15, 2024

Application reviews and Interviews: February 16- 29, 2024

Onboarding Goal: March 18, 2024



If you have questions, please don't hesitate to reach out to Emily Kaiser, Executive Director at ekaiser@msdwt.k12.in.us