



Mission: The Lawrence Township School Foundation (LTSF) connects community and classroom to provide the resources needed for all children to excel.

Job Title: Marketing Specialist

Job Frequency: This position is a 37.5 - hour work week (Monday – Thursday, with Friday being a work from home day); however, the Marketing & Development Specialist will be expected to maintain a flexible work schedule that fulfills the job responsibilities, workload, and needs of the Foundation including board meetings, committee meetings, and special events.

Job Classification: Full-time, Salary.

Benefits: Salary commensurate with experience; comprehensive health, dental, and vision plans; retirement savings plan; generous paid time off and holidays; professional development opportunities to enhance skills and knowledge; a supportive and collaborative work environment dedicated to making a positive impact on students and educators in Lawrence Township.

Job Purpose: This position will play a pivotal role in advancing the Foundation's mission to support educational initiatives within Lawrence Township schools. The Marketing & Development Specialist will develop and implement effective marketing strategies, manage donor relations, and support fundraising initiatives. The successful candidate will play a key role in enhancing the Foundation's visibility, engagement, and financial support within the community.

Responsibilities:

1. Marketing Strategy & Communications:

- Develop and implement comprehensive marketing plans to promote the Foundation's programs, initiatives, and events.
- Create engaging content for various platforms, including social media, newsletters, press releases, and the Foundation's website.
- Monitor and analyze the effectiveness of marketing efforts, adjusting strategies as needed.
- Creates and publishes monthly Donor and Alumni eNewsletters, LTSF Insider
- Strategically creates messaging through impactful storytelling.
- Manages social media presence using social media analytics and trends. This includes but is not limited to Facebook, Twitter, Instagram, and LinkedIn.
- Engage with social media followers through post responses and highlight students, teachers, donors, corporate sponsors, etc.
- Maintains and updates website ensuring timely updates of information and content.
- Creates /coordinates all marketing materials including cultivation tools, program literature, and annual reports.

2. Donor Relations:

- Cultivate and maintain strong relationships with existing donors and supporters.
- Develop strategies to attract new donors and increase donor engagement through digital and print media.
- Collaborate with the President & CEO and Director of Operations & Events to plan and execute fundraising campaigns and events.

- Develop and implement creative and compelling fundraising materials.
3. Brand Management:
 - Ensure consistent branding across all communication channels.
 - Create, develop, and maintain the Foundation's brand and style guidelines.
 - Monitor and protect the organization's brand integrity.
 4. Community Engagement:
 - Represent the Foundation at community events and engage with stakeholders.
 - Collaborate with local media and influencers to enhance the Foundation's visibility.
 - Explore opportunities for collaborative marketing efforts with community partners.
 5. Event Support:
 - Assist in the execution of Foundation events, including fundraising initiatives, donor cultivation and stewardship activities, and community engagement events.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- Proven experience in marketing, development, or a related role, preferably within the nonprofit sector.
- Strong written and verbal communication skills.
- Proficient in social media management and other digital marketing tools.
- Demonstrated experience in Microsoft Office, InDesign, Adobe Creative Cloud, Google +, Canva, Websites, Social Media tools, etc.
- Creative thinker with the ability to develop engaging and impactful content.
- Experience with donor relations and fundraising strategies.
- Demonstrated ability to work collaboratively with diverse stakeholders.
- Familiarity with Lawrence Township and its educational landscape is a plus, but not a requirement.

Supervision Received:

- Marketing Specialist reports to the President & CEO
- Supervision includes quarterly and annual goal setting, weekly meetings, and an annual review.

Supervision Exercised:

- Assist with the Development Committee and the two event sub-committees: Celebration Committee and Fore the Kids Golf Committee.

Application Process:

Interested candidates should submit a resume, cover letter, and three professional references to Misty Wick Johnston, President & CEO at mistywickjohnston@msdl.k12.in.us. The position will remain open until filled.

The Lawrence Township School Foundation is an equal opportunity employer and encourages candidates from all backgrounds to apply.