



Call for Candidates: Director of Marketing and Engagement

Presentation Academy - Louisville, Kentucky

ABOUT PRESENTATION ACADEMY

Founded in 1831 by the Sisters of Charity of Nazareth, [Presentation Academy](#) is a college preparatory academy for young women and Louisville's original Catholic school. Presentation is strategically and conveniently located in downtown Louisville – its biggest “classroom” – and serves a diverse student body from more than 50 ZIP codes in Kentuckiana. Presentation is close-knit, family-like community of teachers, staff, parents, alumnae and supporters who help prepare the students – “Pres Girls” – for thriving in and leading a global society.

THE OPPORTUNITY

Presentation Academy is seeking an experienced, versatile, and goal-oriented person to fill the newly created role of Director of Marketing and Engagement. Reporting to the president, this person will demonstrate energy, initiative, and a deep commitment to sharing Presentation's value proposition with Future Pres Girls and their families. The ideal candidate for this senior leadership role has experience developing, implementing, and evaluating brand-focused marketing and communications strategies that will galvanize future Pres Girls and their families to enroll in or transfer to Presentation, translating into a 5-10% annual increase in enrollment for the next 3-5 years.

In alignment with Presentation's diversity and inclusion values, marketing and enrollment strategies must effectively target underserved populations of the community and convey Presentation's belief in the unique opportunities afforded by a high-quality, Catholic, all-girls education in downtown Louisville. The Director of Marketing and Engagement must have experience developing and executing campaigns as an inspirational team leader and be comfortable with both day-to-day activities that promote enrollment and the development of a long-term enrollment and recruitment strategy. The director will provide vision and lead teams in

executing high-visibility initiatives, thrive amid tight deadlines and changing needs, prioritize collaboration, and be passionate about connecting more young women to a Catholic education at Presentation Academy.

CANDIDATE PROFILE AND DUTIES

The Director of Marketing and Engagement will be responsible for the following:

- Discern and refine Presentation Academy's value proposition and unique defining characteristics, infusing resulting messaging in all marketing, communications, and recruitment strategies.
- Conceptualize and lead multi-channel campaigns and initiatives that inspire Future Pres Girls (6th-8th graders) and their families to inquire about, establish communication with, and visit Presentation Academy for shadow visits, tours, special events, and more.
- Develop a content and storytelling strategy to engage target audiences at a variety of touchpoints, both digitally and in person.
- Collaborate with teams both internally (administration, faculty, staff) and externally (Catholic grade schools, public middle schools, local parishes, community centers, and more) to develop strategies and partnerships that drive increased interest in and engagement with Presentation Academy.
- Direct and manage creative development of all marketing, communications, recruitment, and other collateral materials, including graphic design, copywriting, video production, and more.
- Lead a team – including the Communications Manager and Recruitment Manager – in executing projects and events that support strategic and enrollment objectives.
- Exemplify the school's brand and support brand standards, mission, and goals with shared responsibility for brand management and training.
- Manage department budget.
- Other duties as assigned.

QUALIFICATIONS

The Director of Marketing and Engagement must have and be able to demonstrate the following:

- Bachelor's degree
- Minimum of five years of marketing, communications, or related experience
- Proficiency in Microsoft Office Suite (prefer proficiency in or familiarity with Adobe Creative Suite as well)
- Successful outcomes in strategy development and implementation of multi-channel marketing campaigns, communications, public relations, digital marketing, website development, SEO, and event management
- Minimum of three years of experience in content development, including copywriting, video production, graphic design
- Belief in the value of collaboration and experience leading teams, including bringing multiple stakeholders together to achieve a high level of success
- Strong, consumer-focused written and verbal communication skills and ability to align with multiple audiences and channels

- Deadline driven with exceptional attention to detail
- Excellent analytical, organizational, interpersonal, and problem-solving skills
- Physical requirements vary depending upon the specific duties to be accomplished, but may require the ability to lift objects of at least 15 pounds in weight
- Ability to operate and access a vehicle for work-related travel, including frequent local travel
- Availability for some evening and/or weekend hours, including attendance at special events both during and outside of normal working hours.

In addition, Presentation strongly prefers that the director have experience with or understanding of the Archdiocese of Louisville school system or other Catholic school environment.

COMPENSATION AND BENEFITS

The position is a full-time, year-round, salaried, exempt staff assignment with compensation ranging from \$55,000-70,000 annually, commensurate with experience. The director will be eligible to participate in the comprehensive employee benefits plan (medical, vision, dental, life insurance, personal time off, 403(b), and more) through the Archdiocese of Louisville. Compensation will be commensurate with skill level and experience.

CONTACT

Ashley|Rountree and Associates has been exclusively retained by Presentation Academy for this search. To apply for this position, please submit a cover letter, resume and three references to hr@ashleyroutree.com. Please note "Presentation Academy" in the subject line. For confidential questions or inquiries, contact Mimi Ward at mward@ashleyroutree.com. All inquiries will be kept strictly confidential.