

Director of Marketing and Communications, Hampton Roads Academy

Hampton Roads Academy is in search of an experienced Marketing and Communications professional to begin before the end of 2022.

The Director of Marketing and Communications is a key Advancement Team member who focuses on the overall strategic direction of print and electronic communications to strengthen engagement with internal and external constituencies to advance the Mission of the Academy. Primary specific responsibilities include, but are not limited to:

- Embrace and actively drive technology solutions for marketing and communications
- Create, update, and manage HRA website and social media – Facebook, Twitter, Instagram, Blogs and all other
- Oversee and develop, including writing, editing, and proofing all print and electronic publications – all Navigator E-news, Summer Navigator, and Annual Report, programs, invitations, and flyers
- Coordinate, produce and manage direct marketing, public/media relations, advertising, collateral creation, and internal communications to increase brand awareness
- Collaborate with Office of Admission to support marketing outreach, communications, and retention efforts
- Develop and maintain ongoing relationships with print and broadcast media
- Draft and distribute press releases, talking points and collaborate with Academy leadership to implement outreach and media strategy
- Manage marketing and communications budget
- Work occasional evening and weekend hours as required

Ideal candidate will offer:

- Bachelor's degree (required)
- 3+ years' experience as a marketing professional or related field
- Demonstrated graphic design knowledge including strong proficiency using multiple desktop publishing software programs
- Knowledge of / experience with Blackbaud software, Google Ads and Google Analytics
- Creative and critical thinker – able to generate original ideas and help shape ideas
- Solid team player with the ability to work independently
- Strong organizational skills
- Demonstrated ability to manage and coordinate multiple projects on deadline
- Strong customer service focus with a proven ability to interact comfortably with a broad spectrum of people, including board, staff, and donors
- Some evening and weekend work required
- Willingness to contribute talents to other departments and student programs as needed

Please contact [Jaik Henderson](#), HRA Director of Advancement, with resume & letter of interest.