



IOWA LUTHERAN SCHOOL
TUITION ORGANIZATION

Jesus said, "Let the little children come to me..."

IOWA LUTHERAN SCHOOL TUITION ORGANIZATION

Job Description

Job Title: Marketing Director

Iowa Lutheran School Tuition Organization (ILSTO) is a 501(c)(3) non-profit organization. The organization was formed in response to State of Iowa legislation that allows for a School Tuition Organization that receives contributions from Iowa taxpayers and allocates those funds to eligible families. A Board of Directors with representatives from Iowa Districts East and West (The Lutheran Church-Missouri Synod) administers the organization. The Marketing Director is accountable to the ILSTO Board of Directors.

Values Statement: Valuing Lutheran education for all, ILSTO ties donors directly to the needs of families who desire a Christian education through Iowa Lutheran schools by connecting our core values of:

- Lutheran education for all
- Fiscal responsibility
- Lutheran schools in Iowa
- Christian learning
- Christian mission and outreach
- Families
- Donors

Vision

In reaching and exceeding its annual maximum fundraising goal ILSTO advances Lutheran education as a priority stewardship opportunity for donors so that families are enabled to send their children to experience Iowa Lutheran Schools.

Mission

The Iowa Lutheran School Tuition Organization exists to raise tuition funding and award tuition assistance to families with students who wish to attend Iowa Lutheran Schools.

The Marketing Director must have an interest in and commitment to the mission and ministry of the Lutheran schools of Iowa. The position requires facilitating and maintaining goodwill as well as making a good impression both personally and professionally for Iowa Lutheran schools. This is a part-time remote position.

Purpose and Scope

- Develop and implement marketing strategies, policies, and procedures for the Iowa Lutheran School Tuition Organization
- Collaborate with the Program Manager to effectively communicate the philosophy, mission, strategy, and its objectives and goals

Major Functions/Accountabilities (The essential functions/major responsibilities listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements does not exclude them from the position. Duties and responsibilities are also subject to change by the ILSTO Board as the needs and requirements of the job change.)

1. Build brand awareness with a variety of communication modes to current and prospective donors about the Christian mission that Lutheran schools offer as partners in youth ministry
2. Supports operations and administration by advising, informing, and interfacing with Board members
3. To work with ILSTO School Leaders in providing resources for the marketing of scholarship program availability to prospective and returning school families.
4. Community and Public Relations presented with the effort to provide a strong, positive image to relevant stakeholders
5. Maintains contact with schools and is available to speak and interface with current and potential donors
6. Fundraising – identify ideas, design advertising, and implement strategies in order to raise funds
7. Responsible for the ILSTO website, social media, donor contacts, school publicity, media, and other to be determined by the ILSTO program to clients.
8. Work with the program manager in sending monthly communications for bulletins and newsletters to make congregations and donors aware of the ILSTO goal status as well as any STO legislative issues and updates
9. Stay abreast of the technical, social, economic, and regulatory issues relating to the Iowa School Tuition Organization
10. Develop and maintain good working relationships with schools, parishes and the media, assuring that a consistent and accurate source of information is provided: respond to requests for information.
11. Develop and organize appreciation correspondence to donors in concert with schools
12. Work with other Iowa STO programs as needed

13. Works with Iowa District West and East Lutheran School leadership, Iowa Association of Christian Schools, Iowa Alliance for Christian Education, and other partner groups regarding legislation affecting the organization and the tuition tax credit laws
14. Prepare an annual report for the Board

Preferred Background and Qualifications

- Bachelor's degree (Preferred – Marketing, Business Administration or related)
- Experience in marketing advertising and brand management
- Knowledge of the legislative process and understanding of the Tuition Tax Credit Act
- Excellent written and verbal communication skills and interpersonal skills
- Ability to organize, set schedules, and prioritize tasks
- Thorough knowledge of database applications, and the MS Office Suite
- Experience in website design and content development
- Willingness to try marketing strategies
- Be able to articulate stewardship principles
- Comfortable working in a Lutheran, faith-based environment

Compensation to be determined by the ILSTO Board

Basic salary: \$20,000 (if full funding is realized, there is potential for incremental bonuses up to \$5,000)

Mileage: IRS rate

Other expenses: On approval of the Board

Technology: Computer provided and \$50 monthly stipend for cell phone