



Stratford Hall
483 Great House Road
Stratford, VA 22558

JOB DESCRIPTION

Department: **Advancement**

Position: **Director of Communications**

Reports to: **Vice President of Advancement**

Fair Labor Standards Act: **Exempt**

Term: **Full-time**

Hours/week: **40 (weekends and evenings
as needed)**

Location: **In-person with option to telework**

Position Objectives:

Stratford Hall offers an exciting opportunity for a creative, self-starter to maximize the benefits of a recent rebrand and the Semiquincentennial. The Director of Communications will help shape the brand and narrative for Stratford Hall to increase awareness of the organization locally and nationally, enhance its reputation, and expand its audiences and revenue streams. The Director will work with various stakeholders to identify target audiences and markets as well as the strategies to reach them, develop stories and content, and identify opportunities that will help Stratford Hall boost contributed income; grow attendance at Stratford Hall and our events; and support other revenue streams such as lodging and retail sales.

This position will be expected to execute a marketing communications plan, including strategy, goals, budget, and tactics. They will be expected to secure high-level and appropriate placements in print, broadcast, and online media and maximize social media channels' potential. The position will be responsible for developing and executing multi-platform communications strategies to build awareness and amplify the work and reputation of Stratford Hall with various stakeholders within and outside of the organization.

General Statement of Duties:

1. Direct and implement marketing and public relation efforts to increase visitation and revenues.
2. Development and implementation of annual marketing plans to include email, print, and social media strategies and deadlines.
3. Oversee and manage social media accounts and content and evaluate performance.
4. Act as the designated media spokesperson and handle press inquiries.
5. Serve as the staff representative on various tourism related boards and committees.

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6. Develop various advertising and publicity materials as needed. (rack cards, calendar of events brochures)
7. Prepare and distribute press releases.
8. Serve as editor and produce printed biannual newsletter.
9. Serve as editor and produce printed annual report.
10. Serve as editor and produce electronic newsletters.
11. Produce and distribute annual Calendar of Public Events.
12. Promote public events.
13. Represent Stratford Hall at an array of community events.
14. Assist at major internal events as required.
15. Supervise relevant part-time, contract, intern, and/or volunteer staff, with approval of supervisor
16. Develop and manage the departmental budget.
17. Performs other related functions as determined by the needs of the position/business and other duties as assigned.

Qualifications:

Education/ Experience:

- Bachelor’s Degree
- 5+ years related experience
- Or equivalent combination of education and experience

Specialized Skills:

- Display excellent verbal and written communication skills
- Proficiency in Microsoft Office Suite, Adobe, Word, Canva, Constant Contact, and analytics tools
- Ability to establish priorities, work independently, and proceed with objectives without supervision
- Ability to work with outside vendors
- Ability to handle and resolve recurring problems
- Ability to handle multiple projects at one time
- Ability to maintain professional manner with both staff and public

Physical Requirements:

- Ability to physically meet the duties listed above.

Version Dated: January 31, 2025

STRATFORD RESERVES THE RIGHT TO AMEND THIS JOB DESCRIPTION AT ANY TIME.

I have read, understand, and received a copy of this job description.

Employee signature

Date