



**JOB TITLE:** DIRECTOR OF COMMUNITY RELATIONS & DEVELOPMENT  
**TEAM:** EXECUTIVE  
**REPORTS TO:** SUPERINTENDENT  
**SUPERVISES:** COMMUNITY RELATIONS STAFF (WHEN BUDGET ALLOWS FOR SUPPORT FTE'S)  
**FLSA STATUS:** EXEMPT POSITION  
**SALARY:** \$76,361 - \$93,904  
**CALENDAR:** 228  
**LOCATION:** DISTRICT OFFICE

PLEASE APPLY ONLINE AT [www.orendaeducation.org](http://www.orendaeducation.org) click on WORK FOR US. Req# 1779  
If you have any questions please call Orenda Education HR 512-869-3020

#### **POSITION SUMMARY:**

The **Director of Community Relations & Development** is responsible for designing, implementing, and leading a comprehensive community relations, marketing, and fundraising program. The primary objectives are to **grow student enrollment** and **secure supplemental funding** to support the mission of **Orenda Education (OE)** and the **Orenda Charter School District (OCS)**.

The Director serves as the primary media and community spokesperson, promoting academic programs, student achievements, and public school choice. Additionally, this role directs all digital marketing, social media strategies, internal communications, and volunteer network coordination. The Director will lead advocacy activities for public school choice.

#### **WORKING CONDITIONS:**

- Duties involve walking, sitting, standing, and executing both indoor and outdoor activities.
- Requires occasional lifting and carrying of event materials.
- Requires frequent off-campus travel and occasional overnight travel.
- Expect variable duties and irregular hours to accommodate evening/weekend community events.

#### **KNOWLEDGE, SKILLS AND EXPERIENCES REQUIRED:**

- **Education:** Bachelor's Degree (BA/BS) in Marketing, Communications, Public Relations, Business Administration, Journalism, or a closely related field.
- **Certification:** Certified Fund Raising Executive (CFRE) preferred.
- **Experience:** Minimum of 3–5 years of progressive experience in digital marketing, public relations, brand management, or fundraising/development, preferably within education or youth services.

**Additional Requirements:**

- Knowledge of and appreciation for the Texas public charter schools.
- Proven track record creating marketing materials, social media campaigns and public relations strategies.
- Tech-savvy with hands-on experience managing donor database software and creating promotional videos.
- Demonstrated success in major gift cultivation, donor stewardship, and fundraising campaign execution.
- Strong written, verbal, and interpersonal communication skills.
- Flexibility to work outside of standard business hours for evening events, board meetings, and community functions.

**COMPETENCIES:****Managerial & Leadership Excellence**

- Strategic Planning: Establishes a clear vision and actionable plans to achieve enrollment and development milestones.
- Operational Organization: Manages time, schedules, budgets, and logistical details with exceptional accuracy.
- Talent Development: Empowers staff and volunteers to take ownership of tasks and grow professionally.
- Corporate Image & Ethics: Models organizational values in behavior, appearance, and integrity; matches words with consistent actions.

**Communication & Interpersonal Skills**

- Media & Public Speaking: Exhibits confidence and clarity when interfacing with journalists, stakeholders, and public crowds.
- Written Articulation: Produces error-free newsletters, press releases, donor appeals, and executive briefs.
- Relationship & Coalition Building: Leverages social and professional networks to advocate for public school choice and advance OE's mission.

**Functional & Financial Management**

- Efficiency & Fiscal Responsibility: Minimizes operational waste and manages the department budget strictly to optimize return on investment (ROI).
- Proactivity & Innovation: Anticipates market shifts, initiates creative enrollment strategies, and calculatedly embraces modern digital trends.
- Analytical Decision-Making: Backs up strategic pivots using enrollment data, donor analytics, and structured feedback tools.

**Development & Service Standards**

- Fundraising Methodologies: Applies industry best practices for donor prospecting, cultivation, and stewardship.
- Stakeholder Centricity: Treats families, staff, and community partners with data-driven care, courtesy, and prompt responsiveness.
- Policy Compliance: Aligns all public relations and development activities with charter school laws and local board policies.

## **DUTIES & RESPONSIBILITIES:**

### **Community & Media Relations**

- Directs all public relations, acts as the primary media liaison and official Public Information Officer, and advises the Superintendent on crisis communications and public positioning.
- Leads the strategy, planning, and execution of district-wide community and landmark events.
- Designs and maintains an internal communications framework to keep staff aligned and informed and maintain consistent company branding.
- Participates in advocacy events with local lawmakers and the Texas Public Charter School Association.

### **Student Enrollment Marketing**

- Builds and executes data-driven marketing campaigns to meet annual district and campus enrollment targets.
- Promotes student achievements, faculty milestones, and school success stories across local and state media markets.
- Develops print, digital, and video materials to champion the district and campuses locally and state-wide, including the benefits of public school choice.

### **Fundraising & Development**

- Collaborates with the Superintendent, CEO and Board of Directors to design a sustainable annual fundraising plan.
- Leads major giving campaigns, grant identification, annual appeals, and special fundraising events.
- Oversees the structural management, clean data entry, and optimization of the donor database.

### **Digital Marketing & Content Management**

- Maintains and oversees updates to the Orenda web properties ensuring public relations and marketing materials are current and user-friendly.
- Spearheads social media content strategies across modern platforms (e.g., Facebook, Instagram, LinkedIn, X) to promote Orenda programs and schools.

### **Operational Leadership**

- Collaborates with district and campus leaders to effectively implement marketing and fundraising programs.
- Develops and submits an annual marketing and fundraising budget that optimizes return on investment (ROI).
- Utilizes and builds alumni relationships as part of the fundraising and marketing strategies.
- Assists district leadership team with major events, such as annual district staff development and high school graduations.
- Other duties as assigned.

## **PERFORMANCE EXPECTATIONS:**

- Enrollment: Achieves annual District student enrollment targets.
- Development: Reaches or exceeds annual charitable fundraising goals.

- Budgetary Control: Executes all initiatives within the allocated community relations budget, targeting a 2-5% cost-savings through vendor negotiations.
- Professional Standards: Maintains excellent work habits, dedicates a minimum of 40 hours per week, meets project deadlines, and maintains a stellar punctuality/attendance record.