



## Director of Communications + Marketing

### Summary

Captivate Media + Consulting is a growing team of expert school communicators who use story to positively impact education. We are the K-12 leader in crafting high-impact professional video, graphic design and motion graphics that communicate complex messages to audiences with clarity, purpose and intent. We are looking for a driven, strategic thinker to help grow Captivate's impact in the community and nationally. The ideal candidate has strong leadership, communication, interpersonal, and organizational skills that will drive our vision so we can get results for our clients. More important than technical skills, we seek someone with solid values and a strong work ethic who functions well in a collaborative team environment. Our company's core values of integrity, craftsmanship, investment and equity are more than just words on our website. They are the fabric of who we are and guide us in our day to day work.

**Position:** Director of Strategy

**Reports to:** Jake Sturgis, Founder and CEO

**Time:** Full-time with benefits including medical, dental, vision and life insurance. PTO, parental leave and retirement match are also included with full-time employment. Work can be flexible in a remote or hybrid work environment.

**Salary:** Commensurate with experience

### Role Overview:

The Director of Communications + Marketing is an executive-level leader responsible for shaping and leading Captivate's critical and high-stakes strategic engagements. This individual brings deep, demonstrated experience advising senior leadership teams and has a proven record of leading large-scale, politically sensitive communications initiatives from concept through measurable outcome. This role bridges client strategy and internal growth, ensuring that Captivate's strategic thinking is consistently differentiated, scalable, and aligned with business objectives.

The role splits approximately (70%) client-facing work and (30%) internal strategy and business development. You'll lead complex, high-stakes projects, including multimillion-dollar school referendum campaigns, enrollment marketing initiatives, and community engagement strategies—while building Captivate's reputation as the go-to strategic partner for K-12 organizations.



You'll oversee a small team of communications professionals and serve as a thought leader both internally and within the education communications industry.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### Client Strategy & Delivery (60-70% of role)

- Lead the research, planning, implementation, and evaluation of strategic communications and marketing plans that support client goals, vision, and mission
- Develop comprehensive strategies for complex challenges including school referendums, enrollment marketing, attendance campaigns, community trust-building, and standards-based learning communication
- Assess and analyze customer needs, matching them to appropriate solutions from Captivate's service offerings
- Manage 5-10 active client accounts with varying levels of complexity and project scope
- Present strategic recommendations to superintendents, school boards, and senior district leadership
- Facilitate community engagement processes and stakeholder alignment initiatives
- Track and report on campaign effectiveness using data-driven metrics and evaluation frameworks

### Business Development & Growth (20-30% of role)

- Proactively research and identify new business opportunities through market analysis, industry trends, and strategic targeting of school districts, nonprofits, government agencies and businesses
- Conduct outreach to prospective clients through personalized emails, phone calls, LinkedIn engagement, and warm introductions
- Build and manage a robust sales pipeline with quarterly revenue targets
- Lead or co-lead proposal development and RFP responses for strategic communications projects
- Build and maintain strong relationships with prospective and repeat clients, key stakeholders, and industry leaders
- Present at state and national conferences
- Stay current with K-12 education trends, policy changes, and communications best practices to position Captivate's services within the marketplace
- Identify emerging client needs and help develop new service offerings
- Contribute to Captivate's content marketing through articles, case studies, and thought leadership



### Team Leadership & Development (10-15% of role)

- Provide leadership and supervision for 2-4 direct reports
- Mentor team members in strategic thinking, client management, and professional development
- Foster a collaborative team culture aligned with Captivate's core values
- Conduct performance reviews and support career growth planning
- Delegate projects effectively while maintaining quality standards

### Internal Strategy (5-10% of role)

- Collaborate with CEO and leadership team to refine Captivate's market positioning and service portfolio
- Contribute to operational improvements, including processes for client onboarding, project management and deliverable review
- Help build scalable systems that support company growth
- Identify opportunities to differentiate Captivate in the education communications marketplace

## **SUCCESS METRICS**

Within the first year, you will:

- Lead multiple high-stakes strategic initiatives resulting in measurable client impact, including referendum success, enrollment growth, or improved stakeholder trust metrics
- Add 4+ new projects through business development activities
- Maintain 90%+ client satisfaction and retention rate on accounts you manage
- Present at 2-3 industry conferences, positioning Captivate as a thought leader
- Build strong working relationships across the Captivate team and contribute to company culture
- Develop or enhance 1-2 service offerings based on emerging client needs

## **EDUCATION & EXPERIENCE**

**Required:**

- Bachelor's degree in communications, public relations, marketing, education, or related field
- 10+ years of progressive experience in strategic communications, with at least 5 years in a leadership or senior advisory capacity
- Proven track record developing and executing comprehensive strategic communications plans with measurable results
- Experience presenting to senior leadership and boards



### **Strongly Preferred:**

- Experience managing client relationships in a consulting or agency environment
- Background in K-12 education communications or public sector communications
- Experience with referendum campaigns, ballot initiatives, or public issue campaigns
- APR (Accredited in Public Relations) or similar professional credential
- Master's degree in relevant field

### **Highly Valued:**

- Direct experience working in a school district communications role
- Knowledge of school finance, governance, and policy issues
- Understanding of open enrollment dynamics and enrollment marketing
- Experience with crisis communications and change management
- Familiarity with Midwest education landscape

## **KNOWLEDGE, SKILLS & ABILITIES**

### **Strategic Thinking & Problem-Solving:**

- Demonstrated history of shaping and executing complex strategic initiatives with measurable impact.
- Skilled at diagnosing root causes of communication challenges
- Can develop creative solutions for complex stakeholder environments
- Forward-thinking approach that anticipates needs before they're articulated

### **Communication & Relationship Building:**

- Exceptional written and verbal communication skills
- Ability to translate complex concepts into clear, compelling messages
- Natural relationship builder who earns trust quickly
- Experienced facilitator of executive-level discussions involving divergent stakeholder interests.
- Skilled facilitator who can navigate diverse perspectives and build consensus
- Experience presenting to groups ranging from 10 to 100+ people

### **Client & Project Management:**

- Proactive and responsive—follows up and follows through consistently
- Superior organizational and time management skills with ability to manage multiple projects on competing deadlines
- Strong attention to detail balanced with ability to keep projects moving forward





- Genuine passion for providing outstanding service to customers, external partners, and colleagues
- Ability to ask clarifying questions and work effectively when parameters aren't well defined
- Experience managing project budgets and timelines

#### Technical Proficiency:

- Working knowledge of Microsoft and Google applications (Word, Excel, PowerPoint, Gmail, Calendar, Drive, Docs)
- Knowledge and experience using social media platforms for strategic purposes
- Familiarity with email marketing tools (Mailchimp, Constant Contact, etc.)
- Experience with project management tools (Asana, Monday.com, Basecamp, or similar)
- Comfortable learning new technologies and tools

#### Executive Leadership Expectations:

- Demonstrated ability to advise superintendents, boards, and executive teams in high-pressure environments
- Comfort navigating politically sensitive issues and complex stakeholder dynamics
- Proven track record of leading multimillion-dollar public communications initiatives
- Ability to independently define strategy with minimal direction

#### Values & Approach:

- Engaged, professional with positive attitude
- "No task is too big or too small" approach to work
- Commitment to equity and serving diverse communities
- Integrity in all interactions—does what's right even when it's difficult

#### REQUIREMENTS

- Must be comfortable working with multiple projects on competing deadlines
- Must be technically savvy with strong interpersonal skills
- Must be able to pass a background check
- Must be dependable, reliable, punctual, and work well with others with little supervision
- Travel required for client meetings and conferences (estimated 5-10% of time)

To apply for this position, please send an email with a cover letter and resume to [jake@captivatemedi.us](mailto:jake@captivatemedi.us) by March 6, 2026.





In your cover letter, please include:

- A specific example of a strategic communications campaign you've led, including the challenge, your approach, and measurable outcomes
- Why you're drawn to working in K-12 education communications
- What excites you about this dual role of client work and business growth

