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**Business Professionals of America** is a non-profit student organization headquartered in Columbus, Ohio, that develops and empowers student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth, and service.

**JOB TITLE:** Director of Development and Marketing Communications

**SUMMARY:** This position is full-time (exempt) with primary responsibilities for planning, development, and implementation of the organization's marketing strategies, marketing communications, and stakeholder engagement activities. This position also oversees development and implementation of support materials for membership recruitment, chapters, and partners in development, marketing, communications, and public relations. This position manages all donor relations, sponsorships, and partnerships, including maintaining healthy relationships, overseeing all renewals, and actively exploring new donors and partners for the organization. Specific duties of this role include but are not limited to:

**I. Development Oversight**

- Overseeing all existing donor, sponsor, and partner relationships on an ongoing, year-round basis
- Actively seeking new donor, sponsor, and partner relationships to generate revenue for the organization on an ongoing, year-round basis
- Reaching annual funding goals as outlined by the Executive Director/CEO
- Creating, developing, maintaining, and cultivating relationships between the organization and all external stakeholders, trustees, volunteers, alumni, partners, sponsors, donors, parents, advisors, students, and supporters

**II. Marketing Communications Oversight**

- Developing and distributing press releases and all official communications
- Overseeing official social media platforms and strategies
- Overseeing the implementation of BPA branding guidelines
- Increasing brand awareness and reach across multiple platforms
- Developing marketing strategies to reach external audiences, such as current and future student members, current and future advisors, current and future sponsors and partners, and alumni
- Discovering innovative ways to connect with target audiences and preparing recommendations for enhancing current and future programs to appropriate stakeholder groups
- Directing and overseeing the designs and implementation of membership recruitment campaigns, sponsorship outreach initiatives, and other marketing and advertising ventures to promote the organization in collaboration with the Director of Strategic Programs and Experiences and the Director of Membership and Technology
- Developing and coordinating ways to maintain high-quality programs and services
- Marketing and managing programs and national events, such as the Exhibitor Showcase, Virtual College Experience, BPA University Workshops, Advisor Certification Series, and Partner Competitions

This position reports to the Executive Director/CEO and provides additional support to the Executive Director/CEO as needed. To apply, please click ([here](#)).