

# FLORIDA COOPERATIVE OF THEOLOGICAL SCHOOLS

## Cooperative Marketing and Communications Director Florida Cooperative of Theological Schools, Inc. (FCTS, Inc.)

### About FCTS

FCTS, Inc. exists to strengthen theological education and ministry formation in South Florida (Palm Beach, Broward, and Miami-Dade). We do this by supporting theological schools and university-based schools of ministry that are accredited by the Association of Theological Schools, along with their educational partner organizations. FCTS manages the Theological Education Cooperative of South Florida, funded by the Lilly Endowment.

FCTS helps create and sustain a South Florida theological education ecosystem that:

- Brings faculty together for networking and mutual learning.
- Deepens ecclesial (“houses,” e.g., Black Church, Hispanic/Latino, Anglican, Baptist, Catholic, Mainline/1997 House, Wesleyan, Reformed, Spirituality) partnerships by providing funding.
- Offers clinical pastoral education training.
- Supports our partners (“Supported Entities”) with technical assistance in recruitment, fundraising, and financial management.

Our current partners include Palm Beach Atlantic University School of Ministry, Barry University Department of Theology and Philosophy, Knox Theological Seminary, Saint Vincent de Paul Regional Seminary, Amoris Christi, and the Southeastern Pastoral Institute. FCTS receives, holds, and distributes funds and coordinates activities exclusively for the benefit of these Supported Entities as an IRC §509(a)(3) supporting organization, with full accountability for the resources entrusted to us.

Our **vision** is to foster creative, life-giving relationships with theology and ministry programs that serve these entities. FCTS is governed by a Board of Directors, and a majority of its members are appointed by the Supported Entities.

### Position Overview

The **Cooperative Marketing and Communications Director** is a new, full-time role at a startup nonprofit. This position will build and carry out a comprehensive, bilingual marketing and communications strategy that serves all participating schools, houses, and initiatives in the FCTS.

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This director will shape the organization's public voice and visual identity, increase shared visibility for the cooperative, strengthen recruitment pipelines into theological programs, and deepen connections with congregations, judicatories, and wider publics in South Florida and more widely, Puerto Rico. All marketing and communications efforts will be grounded in the mission and vision of FCTS and in a related way to the entities it supports.

## Key Responsibilities

- Develop and steward FCTS messaging, brand identity, and a practical communications guide that can be used across the cooperative, ensuring alignment with FCTS's nonprofit purpose and with the priorities of the Supported Entities.
- Build and manage FCTS's digital presence—public website, intranet, email newsletters, social media, and other media as determined—so that content reflects the cooperative's mission and theological diversity.
- Plan and coordinate print and digital campaigns (congregational mailings, brochures, event promotions, and multilingual materials in English, Spanish, and other languages as needed) in ways that honor the ecclesial, cultural, and linguistic diversity of South Florida and other areas that FCTS may serve in the future.
- Use data (KPIs on enrollment, engagement, and reach) to continually refine marketing strategies considering the grant's outcomes and evaluation plan, reporting regularly to FCTS leadership and the Board.
- Advise on communications for the houses helping them connect with congregations, judicatory partners, and prospective students as may be needed.
- Collaborate with FCTS development officers to create fundraising communications, donor stories, and campaigns that highlight the importance, impact, and long-term sustainability of FCTS.
- Assist strategic recruitment marketing as needed, focusing on aspiring and current pastoral and lay leaders across the region's diverse ecclesial and cultural communities in South Florida.
- Work with faculty and staff to publicize the Summer Imaginarium, fall and winter semester symposia, and faculty exchanges, lifting up outcomes through stories, testimonies, and media that reflect the cooperative's theological diversity and mission.

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- Manage outside vendors as needed to meet the expectations of the role.
- Other duties as assigned

## **Qualifications**

- At least 10 years of managerial or senior-level experience in marketing and communications, preferably in theological education, higher education, or faith-based nonprofits.
- Proficiency with digital marketing tools (website CMS, email platforms, social media management tools, and basic analytics), and experience coordinating with designers, videographers, and web developers.
- Strong sensitivity of church and ecclesial landscapes, with sensitivity to evangelical, mainline, Catholic, Black Church, Hispanic/Latino, and intercultural contexts represented among the Supported Entities.
- Excellent writing, editing, and storytelling skills, with the ability to translate a practical-theological vision and FCTS's cooperative mission into clear, compelling communication for different audiences.
- Bilingual English–Spanish preferred, with any additional capacity in Haitian Kreyol or Portuguese seen as a plus.
- A collaborative, collegial posture and the capacity to serve as a convening communicator on behalf of multiple institutions and ecclesial partners within the FCTS governance framework.

## **Reporting and Collaboration**

- Reports to the Cooperative Director at FCTS and as an active member of an executive team.
- Works closely with FCTS staff to ensure integrated messaging for enrollment, fundraising, and public engagement.
- Collaborates regularly with embedded recruiters and development officers at partner schools, house directors, and Boisen Agency leadership to represent FCTS and the cooperative in ways that reinforce FCTS's role as a supporting organization for the Supported Entities.

# **FLORIDA COOPERATIVE**

## OF THEOLOGICAL SCHOOLS

**Salary range:** \$65,000.00 - \$75,000.00 per year

EOE- Equal Opportunity Employer

**Education:**

- Bachelor's degree in marketing, communications, public relations, or a related field required; master's degree in marketing, communications, or a related discipline (or in theology/religious studies with significant communications experience) strongly preferred.

**Location:**

Remote in South Florida

**Application, interview and selection process timeline:**

Anticipated application review: February 9, 20226

Anticipated Interview timeframe: Mid – late February

Selection: End of February 2026

Start date anticipated: early March 2026

Send cover letter, resume, and work sample to: [jobs@theologicalcoop.org](mailto:jobs@theologicalcoop.org)