

Position Title: **Director of Marketing and Communications**

Last Updated: May 2019

Reports To: Head of School

Status: Permanent Full-time  
Exempt

Schedule: Calendar Year: 40 hours per week

Benefits: Full benefit eligibility

Summary Description:

The Director of Marketing and Communications will set and guide the strategy for all communications, website, public relations, external messages and collateral to consistently articulate the mission of Fellowship Christian School. The Director of Marketing and Communications will work closely with the school's administrative team as the communications partner on all strategic initiatives.

Essential Functions:

- Develop, implement, and evaluate the annual communication plan across the School's constituency
- Lead the generation of online content that engages audience segments and leads to measurable action: decide who, where, and when to disseminate communication from the School
- Put communication vehicles in place to create momentum and awareness as well as to test the effectiveness of all marketing activities
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, admissions brochures, and the School's website
- Monitor and lead the Marketing Department's responsibility for the School's website administration and coordination
- Coordinate webpage maintenance- ensure that new and consistent information is posted regularly
- Track and measure the level of engagement within the community over time
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletter, admissions brochures, fundraising annual reports, email blasts, and the School's website
- Oversee all media contacts
- Serve as liaison to all school administrative offices to promote the public image of Fellowship Christian in a consistent manner
- Represent the School to the external world in a positive way, often serving as the public face of Fellowship Christian School
- Oversee all generation of press releases and the promotion of special school wide events
- Identify issues, events and programs requiring media attention
- Prioritize communications and public relations needs and direct appropriate and timely response
- Plan and direct the dissemination of information including the target audience, message, format, and structure of communication
- Provide training and consultation to other staff on all aspects of school-wide communications, marketing, content management, and public relations
- Analyze goals and implement programs and activities to enhance long and short term communication programs
- Develop and maintain quality standards for all publications
- Oversee the design and creation of all press releases, fact sheets, school profiles, admissions brochures, newsletters, and other documents intended for marketing and communication
- Develop, prepare, and analyze budget data for the marketing department
- Train, supervise, and evaluate all marketing department staff

#### Essential Functions, continued

- Assist with the writing of content for all school publications
- Oversee the promotion of school events through advertisement both web and print media
- Oversee the maintenance and updating of external sites; proofread as required for both internal and external publications
- Assist as needed at school events
- Oversee the maintenance of merchant accounts affiliated with the website on-line tools for giving and applying for admission

#### Additional Responsibilities:

- Have a personal relationship with Jesus Christ
- Sign the Fellowship Christian School Statement of Faith
- Acknowledge and understand Fellowship Christian School's Mission Statement
- Be a Christ follower whose relationship is defined by having received Christ as Savior and a pursuit of spiritual growth
- Wear proper attire, consistent with school's dress code at all times and to maintain positive attitude and appearance in accordance with school standards
- Must maintain high level of personal hygiene and cleanliness at all times
- Report inappropriate behavior to School Administration in order to maintain a safe learning environment
- Make a constructive effort to protect all students from conduct detrimental to learning, health or safety
- Abide by and comply with all school policies and regulations
- Other duties as requested or assigned per the Head of School

#### Qualifications:

- Five to seven years experience in a similar capacity preferably within academic environment, ideally in an "in-house" leadership role, covering such areas such as website content, public relations pieces and donor communications
- Bachelor's Degree in related field
- Must possess strong technological skills
- Ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical to this role
- Highly collaborative style, experience developing and implementing communication strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- Must be able to work intuitively and independently on multiple projects simultaneously and work well under limited time constraints
- Demonstrated interpersonal and communication skills required to successfully interact with diverse staff, faculty, students and other constituents of the School
- Must work well with and respect the services of outside vendors and independent contractors
- Must be detail-oriented, creative, flexible and motivated by challenges
- Must have the ability to work in a school environment by successfully passing the school mandated background check process
- Possess a valid state driver's license
- Solid working knowledge of Word, Excel, Internet, and industry specific design software; knowledge of RenWeb a plus
- Positive appearance, attitude and presentation with a strict sense of confidentiality
- Work effectively with colleagues by practicing good attendance and punctuality, respect for deadlines, collaborative problem solving and honest communication
- Regular and consistent attendance and punctuality is required and as a condition of employment

#### Physical Qualifications:

- Standing/sitting/walking for periods of time
- Bending, lifting (up to 25 lbs.), pushing, kneeling, crouching, crawling, stooping
- Must hear with accuracy to exchange information in person or on the telephone
- Use of hands and fingers for manipulation and using computer keyboard
- Specific vision abilities required include close vision, distance vision, color vision and depth perception
- Must use hands and arms to reach for, grasp, and repetitive motions

#### Working Environment:

- The work usually takes place in a clean, pleasant and comfortable office setting
- The environment may be noisy and crowded at times when employee attends school functions
- The employee is faced with constant interruptions
- The employee may spend long hours in intense concentration
- The environment may be stressful and hectic at times

#### Limitations and Disclaimer

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. This job description reflects administration's assignment of essential functions; and nothing in this herein restricts administration's right to assign or reassign duties and responsibilities to this job at any time.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.