



HERSHORIN SCHIFF COMMUNITY DAY SCHOOL
JOB PROFILE: Coordinator of Marketing

Date: August 1, 2019
Reports to: Head of School
FLSA Status: Full time-12 months

Purpose:

Coordinator of Marketing and Special Events is an integral member of the development team, responsible for Marketing, Outreach and Special Events for all aspects of our operations. This includes, but is not limited to writing press releases, making presentations, and the design and production of print materials and publications, including digital marketing through maintenance of website and social media, and outreach to the community. The person in this position will be responsible for strategizing with leadership on all marketing of events, and the creation of materials. S/he will also provide oversight and coordinate special events for CDS.

Responsibilities:

MARKETING & OUTREACH

- Plans, coordinates and implements all marketing and communications efforts for the school, including publications, public relations, internal and external communications, photography, under the direction of the Head of School.
- Creates e-blast content for CDS programs and events.
- Collaborates with CDS departments to advertise and promote programs and initiatives and executes the development of those marketing materials [brochures, flyers, advertisements] and oversees calendar listings;
- Oversees development of all CDS collateral materials including invitations, posters, brochures, flyers, banners, special event signage and online marketing materials;
- Coordinates with outside vendors and monitors all printed advertising.
- Executes creative campaigns using a wide variety of strategies to inform and grow donor base.
- Maintains on-going communication with the community; writes weekly newsletter.
- Creates a social media strategy through targeted outreach in collaboration with the Head of School;
- Provides leadership in using social media outlets such as Facebook, LinkedIn, Twitter, Instagram, YouTube and others to build a social media network and engage with our community;
- Recommends marketing strategies and collaborates with the administrative team to achieves strategic goals related to social media metrics and campaign initiatives for CDS events:
- Develops all social media content, manages all marketing/advertising and monitors content;
- Secures inclusion in local calendars;
- Manages and updates website and digital and printed collateral for all events

SPECIAL EVENTS

- Creates, communicates and maintains timelines, budgets and priorities for each event;
- Works with suppliers, employees, vendors, and any other parties to coordinate event timelines.
- Delivers events that meet/exceed expectations, on time and within budget.
- Conducts onsite inspections and advance preparations for events.
- Recruits, manages and oversees event participation and committee members responsibilities.
- Takes ownership of each event by developing, managing, producing and delivering event from proposal through delivery;
- Uses exceptional organizational skill to anticipate, prepare and focus on a successful end result; finds solutions to any problems that arise concerning services.

- Debriefs following each event through analysis of marketing impact on event attendance;
- Proposes new ideas to improve processes and to keep each event fresh, new and exciting

Position Qualifications:

- Bachelor's degree in related field and minimum of 3 years of experience in marketing, communications, development or special events. Equivalent combination of education and experience may be substituted for educational requirements.
- Experience working in the education and/or not-for-profit sector is preferred.
- Physically able to perform assigned duties;
- Ability to work periodic evenings and occasional weekends as necessary;
- Experience developing and writing grants a plus;
- Demonstrated ability to take initiative, problem solve and complete tasks to meet stated goals and objectives;

Additional Skill Requirements:

- Ability to manage multiple projects at a time;
- Strong oral and written communication skills, including the ability to edit and revise existing copy;
- Excellent customer service skills, including the ability to converse comfortably with donors, lay leaders, coworkers, clients and other members of the public;
- Strong organizational skills and the ability to meet tight deadlines;

Technology Qualifications:

- Computer literacy in word processing, data base management and page layout;
- Expertise in website set-up, management and trouble-shooting for positive marketing effect;
- Excellent current knowledge and ability in social media platforms.

General Performance Standards and Expectations:

In addition to satisfactory performance on all the essential job duties and responsibilities for this job, the Hershorin Schiff Community Day School employees will strive to demonstrate our service philosophy of impacting the world through academic excellence, global citizenship and compassionate action. We do this by providing a safe, small, child-focused environment. Our high standards for academics and behavior create a courteous and respectful learning environment that values the beliefs and rights of every member of our community.