

Job Title: Content Writer

Job Family: Classified Administrative

Reports To: Director of Marketing

Number/Titles of Subordinates: None

**Peers: Office Manager, Production Associate, Graphic Designer,
Photo/videographer**

EEO: Professional

N/E: Exempt

Main Purpose of the Position

The Content Writer is responsible for the creation and management of content for all communication platforms, including the school website, social media channels, and emails. The ideal candidate is an excellent communicator and system creator who is detail-oriented, skilled in copywriting, and experienced in web and social media best practices. With an eye for design and photography, s/he will work with the Marketing team to ensure VCS maintains an excellent presence to market to key audiences and promote the image of the institution to internal and external constituents. In addition, s/he will possess a positive and outgoing disposition, with the ability to work with a wide range of individuals in a fast-paced setting that requires both flexibility and persistence.

Essential Duties and Responsibilities

- Content Creation
 - o Implement web content strategy for key digital properties, including the school's homepage, top-level pages, microsites, social media, and emails
 - o Develop compelling stories and messages that attract and engage a digital audience
 - o Write original content, coordinate, edit, and proofread written contributions from others and maintain quality, consistency, and relevance
- Email Communication
 - o Manage the use of VCS' Constant Contact system, including scheduling emails, proofreading to ensure accurate copy, and working with the director to create a comprehensive communication's calendar

- Create email templates that follow school branding standards
- Copy writing and editing
 - Responsible for all marketing and promotional copy from VCS, working with marketing director and other stakeholders to ensure excellence in copy
 - Provide edits and feedback, grammar correction, and rewrites as needed
 - Uphold and enforce corporate communication standards
- Team Support
 - Supports marketing team in other programs and activities as needed.

Personal and Professional Qualifications:

- Have a proven evidence of adequate preparation, background, and ability required by the position.
- Be committed to implement and enforce policies and follow prescribed procedures.
- Have the skill to make and effectively communicate timely decisions.
- Have the ability to foster creativity and be responsible for creative ideas.
- Team player who responds well to instructions and leadership
- Ability to accept feedback/criticism professionally and remain confident and productive
- Capable of interacting positively and effectively with other coworkers and departments
- Ability to communicate openly and honestly

Knowledge and Skills

- Bachelor's degree in English or Journalism or equivalent experience is required
- 4+ years of work experience in similar content related roles
- Proven track record in communications and the ability to write engagingly across multiple channels (social content, email, website, etc. – and reinforce the written word with well-chosen graphics)
- Ability to create and maintain organizational systems in order to streamline processes
- Excellent organizational, communications & interpersonal skills
- Ability to multi-task with ease and comfort within a deadline-oriented environment

Christian Role Model Commitment:

- Express a testimony of a personal relationship with God through Jesus Christ.
- Serve as a Christian role model and a consecrated Christian, dedicated to the purpose and goals of the Christian school.
- Understand the philosophy and objectives of Valley Christian Schools.
- Be regular in attendance at a Christian Bible believing church of your choice.
- Agree with the VCS Statement of Faith and be committed to daily prayer and spiritual growth. (I Tim. 1:3; I Tim. 2:1-8; I Tim. 3:1-13; I Thess. 5:11-28; Rom. 12:14-21; Rom.14: 4; Gal. 6:1-10).

Essential Functions:

- All functions are essential

Non-Essential Functions:

- None

Supervisory Responsibilities

- None

Budget

- None

WORKING CONDITIONS:

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

Fiscal Responsibilities: Budget responsibilities, approval privileges, reporting and auditing

None

Physical Demands: lifting, walking, equipment operations

Ability to operate a computer and other office equipment. No heavy lifting.

Working Conditions and Environment: travel, usual work hours, environmental conditions

Work is performed in a school and office environment during a regular (40 hour) workweek. Occasional overtime may be necessary. This position is not required to travel. This position is a twelve-month position.

Extent of Public Contact: Type and frequency

Daily contact with teachers, staff, students, school administrators, and other on-site employees, along with campus guests.