

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

Last Updated: October 2020

Reports To: Advancement Director

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 guide the strategy for the Brand and all internal, external communications, website, public relations, messages, and collateral to consistently articulate the mission of Fellowship Christian School. The Director of Marketing and Communications will train, supervise, and evaluate all marketing department staff and work closely with the school's Advancement Director as the communications partner on all strategic initiatives.

Essential Functions:

Marketing

- Strategy
 - Plan, and execute a comprehensive marketing strategy that includes all appropriate avenues for digital, social media, and traditional marketing
 - Oversee the implementation of the marketing strategy
 - Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan as necessary
 - Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Digital
 - **Website:** Monitor and lead the strategy for the School's website administration and coordination
 - Coordinate webpage maintenance - ensure that new and consistent information is received from divisions, departments, and posted regularly
 - Track and measure the level of engagement within the community over time
 - **Digital Marketing Firm:** Manage and liaison with marketing firm. Report on deliverables of all SEO management, Digital Ads, and Marketing Campaigns executed by the firm
- Social Media
 - Oversee and refine the organization's social media presence
 - Provide direction on strategy for content and captions

Communications

- Strategy
 - Develop, implement, and evaluate the weekly and yearly communication plan for all constituency groups
 - 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 initiatives
 - 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
- Public Relations
 - Oversee all media contacts
 - Represent the School to the external world in a positive way, and serve as a 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

- Publications
 - Develop and maintain quality standards for all publications
 - Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, letters, newsletters, admissions brochures, fundraising annual reports, email blasts, magazines and the School's website
 - Assist with the writing of content for all school publications

Branding

- Strategy
 - Develop a brand strategy
 - Oversee brand consistency across all divisions
- Approvals
 - Approve and preserve brand integrity across all merchandise and media including school event t-shirts, parent group collateral, and academic group needs
- Spirit Wear
 - Oversee Online Paladin Spirit Store
 - Store Branding
 - School store flyers
 - Apparel and t-shirt design
 - Brand logo consistency
 - Player Pack approvals
 - Tailgate Sales Promotions
 - Inventory

Key Skills

- **Strong project and people management:** To oversee the marketing department and guide its day-to-day operations. Responsible for recruiting, supervising and mentoring members of the marketing team.
- **Leadership and influencing:** The role of a marketing director is a creative one, so it is crucial to be a good communicator. The Marketing Director will report directly to the Advancement Director to convey project vision and ideas. This position also involves networking and representing the school to the larger community.
- **Data analysis:** The role calls for continual analysis of market trends and the positioning of competitors. This analysis provides the foundation for marketing strategies by determining key data drivers around customer behavior and experiences.

Additional Responsibilities:

- Have a personal relationship with Jesus Christ as Savior
- 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, regulations, and employee Code of Conduct
- 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 appropriate 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/FACTS 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.