

Reports to: Director of Communications

General Qualifications:

1. Evidence of a mature personal Christian faith consistent with the Charlotte Christian Statement of Faith.
2. Evidence understanding of and a commitment to the distinctive qualities of Christian education as well as the mission of CCS.
3. Bachelor's degree or higher required, preferably in communications or a related field.
4. Advanced writing skills (including proofreading). Must submit a writing sample.
5. Minimum of three years' experience with web content management systems for schools (e.g. Finalsite).
6. Knowledge of web design elements.
7. Experience with SEO and web analytics.
8. Must have experience with photo editing programs (Adobe Photoshop and Adobe Illustrator experience preferred).
9. Advanced HTML coding skills.
10. Strong project management skills and ability to multitask.
11. Evidence of strong organizational, communication, interpersonal and technological skills.

Primary Responsibilities:

Website Development:

1. Ensure dynamic content is regularly updated on the Charlotte Christian website. This includes writing new content, checking for dead links and other revisions.
2. Maintain community portals, ensuring access to accurate, current information.
3. Prepare text, photos and video for the web.
4. Create e-newsletter templates and drafts for distribution.
5. Troubleshoot and resolve web delivery issues regarding responsiveness, mobile friendliness, accessibility, etc.
6. Integrate other SISs, CMSs and databases into website/portals/app.
7. Work with vendors (especially Finalsite, our web services provider) to resolve issues and propose enhancements.
8. Understand current school web analytics, and use SEO to maximize the reach of the school's story.
9. Assist in planning for future updates to the site.
10. Integrate social media into the site.
11. Train new and support existing staff and faculty on website content management software.

Communications Office Support:

1. Work with and support the director of communications and serve as the school's webmaster to maintain timeliness of the school website and its content.
2. Experience with Blackbaud (or similar SIS), Canvas (or similar CMS).
3. Experience with app design and development and maintain the school's app.
4. Maintain the school's YouTube channel.
5. Develop clear training materials for how the community could access and maximize the school's web experience.
6. Working knowledge of OBS and live streaming and privacy laws/policies as it relates to children and the internet, HIPPA laws is a plus.

Personal and Professional Profile:

The ideal candidate will:

1. Be a born again Christian exhibiting a close personal walk with Jesus Christ: modeling an exemplary Biblical lifestyle and evidencing maturity in the understanding and integration of sound Biblical principles.
2. Evidence of a teachable spirit and general willingness to learn and grow.
3. Evidence of strong communication skills, both written and verbal.
4. Demonstrate adeptness at problem solving and conflict resolution.
5. Evidence of strong organizational skills and ability to finish tasks in a timely manner.
6. Demonstrate emotional maturity and stability in dealing with the challenges of life and school.
7. Evidence the ability to maintain confidentiality pertaining to school matters.
8. Evidence of the ability to work collaboratively within a team.
9. Possess strong computer skills and familiarity with appropriate learning technology.
10. Have the ability to present a positive image of the school to others and to the community.

Mission Statement: Charlotte Christian School is a Christ-centered, college preparatory school, equipping and developing students to effectively integrate Biblical truth and learning into their daily lives and to impact the culture for Christ.