

Position Title: Marketing and Communications Content Creator

Last Updated: May 2022

Reports To: Director of Marketing

Status: 12 month; part-time; non-exempt

Schedule: Calendar Year; Monday through Friday; approximately 20 hours a week as scheduled by supervisor

Growth &

Evaluation: Fellowship Christian School believes that a growth mindset is imperative to the educational experience. To underscore that belief, we separate growth and evaluation in order to encourage authentic growth and provide accurate feedback on employment expectations. Our [Essential Expectations](#) provide the foundational aspects we require to work at FCS. These [Characteristics of Professional Excellence](#) establish aspirational and attainable attributes that all employees should pursue in their professional growth while at Fellowship.

Summary

Description: The Marketing and Communications Content Creator works alongside the creative team in order to create marketing copy, social media content, etc. to advertise and promote Fellowship Christian School. This is a specialist role that will support the Marketing Director, working directly with “clients” in order to create the content needed. The content creator will update existing material, generate novel work, and identify new ways to reach consumers.

Essential Functions:

- Write, review, edit, and update content for the FCS website, blogs, press releases, marketing materials, etc., including internal communications such as: Head of School Newsletters, E-blasts to parents, Event News Writing, Social Media Writing, Speech Writing support, etc.
- Collaborate with internal departments and clients to establish campaign objectives, complete tasks, and identify and solve problems.
- Manage and create content for FCS blog:
 - Research industry-related topics, including interviewing industry professionals to incorporate their views in blog posts
 - Identify customers’ needs and recommend new topics for the blog.
- Collaborate with marketing team on the strategy and vision of the Fellowship magazine, as well as create content.
- Coordinate with marketing team on the design and distribution of promotional materials.
- Prepare well-structured drafts for client review.
- Conduct keyword research and use SEO guidelines to optimize content.
- Review, update, and create new website content as needed.
- Suggest new ways to promote company offerings and expand reach to consumers.

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 maintain a positive attitude and appearance in accordance with school standards
- Must always maintain high level of personal hygiene and cleanliness
- Report inappropriate behavior to School Administration in order to maintain a safe learning environment
- Make a constructive effort to protect all students from conduct detriment 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 or direct supervisor

Qualifications:

- Bachelor's degree required
- Seven to ten years similar experience, preferably with direct experience in non-profit or academic environment
- Be loyal and respectful to all those in authority
- Experience and judgment to plan and accomplish goals
- Ability to apply common sense understanding to carry out detailed but uninvolved instructions
- Demonstrate strong interpersonal skills, including an upbeat, collaborative approach to his/her work
- Must be able to work intuitively and independently as well as part of a team
- Strong organizational skills for multi-tasking, prioritizing responsibilities, and problem-solving
- Ability to anticipate needs, see opportunities and use good judgment in dealing with confidential information
- Demonstrated writing and communication skills (including strong editing, spelling and grammar)
- Solid working knowledge of Word, Excel, PowerPoint, Internet, knowledge of database systems to manage employee information
- Positive appearance, attitude and presentation with a strict sense of confidentiality
- Must have the ability to work in a school environment by successfully passing the school mandated background check process
- Demonstrated interpersonal and communication skills in order to successfully interact with diverse staff, faculty, students, and other constituents of the School
- Possess a valid driver's license
- Regular and consistent attendance and punctuality is required and as a condition of employment

Physical Qualifications:

- Standing/sitting 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, reaching, grasping and using computer keyboard
- Specific vision abilities required include close vision, distance vision, color vision and depth perception

Working Environment:

- The work usually takes place in a clean, pleasant and comfortable office setting
- The employee is faced with constant interruptions
- The employee may spend long hours in intense concentration
- The employee may enter data into computer systems for long lengths of time requiring attention to detail and high levels of accuracy

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.