



## Marketing and Admissions Manager

*Providence Christian School of Texas*

**Position Title:** Marketing and Admissions Manager

**Reports to:** Director of Communication and Director of Admission

**Position Purpose:** Oversees and directs the marketing and communication efforts to reinforce the School's mission through internal and external strategies

**Work Hours:** 7:30 a.m. – 4:00 p.m.

### **Position Summary:**

Support the marketing and admissions efforts of the school by:

- Photographing and capturing video footage of major events at the school and day-to-day classroom activities.
- Editing and creating short-form videos for the School's events and social media channels.
- Creating content for the School's social media and parent communication channels.
- Providing event planning and hosting support for Admissions, Parent Equipping, and other events at the School.
- Assisting with data management of applicants.
- Generating branded graphics, postcards, handouts, and other materials for major school events.
- Assisting with e-newsletters and website content development.
- Creating content and photography for the yearbook and annual report.
- Implementing and editing content for Providence's website and app.
- Participating in outreach, follow-up calls, and interviews with prospective Providence families.
- Partnering with the Advancement Team in developing and implementing the long- and short-term marketing strategies to achieve the School's enrollment goals.

### **Qualifications and Skills:**

- Bachelor's degree in communication, graphic design, journalism, marketing, or a related discipline
- A minimum of two years of communications, social media management, graphics design, marketing, public relations, or related experience
- Photography and videography experience
- Excellent written and verbal communication and presentation skills
- Demonstrated knowledge and proficiency with communications technologies
- Understanding and working knowledge of copywriting, graphic design, layout, and publishing
- Familiarity with social media platforms and social media marketing
- Familiarity with Google Analytics, Google AdWords, Adobe Creative Cloud (Illustrator, Lightroom, and InDesign), and Final Cut Pro preferred