



THE KING'S ACADEMY

Job Title: Digital Marketing Specialist
Job Status: Full-Time, 11 Months
Exempt Status: Exempt
Department: Marketing & Communications
Reports to: Director of Marketing & Communications

Job Summary

TKA is a Christ-centered school grounded in a Biblical worldview, and we are looking for a Digital Marketing Specialist who is a follower of Jesus Christ and is dedicated to the school's Christ-centered mission. The primary responsibility of this position is to create and execute digital marketing campaigns that increase awareness of the school with prospective families, motivate donors to support the school financially, and inform families of key upcoming events.

Essential Job Functions

Digital Marketing and Communications

- Execute communication campaigns via email and the school's website to make TKA families aware of upcoming events
- Manage the school's profile on review sites and develop plans to improve ratings and reviews
- Collaborate on developing creative content and copy for digital advertising, brochures, invitations, and other marketing materials

Development and Community

- Create and measure online/email campaigns to inspire donors to support the school
- Participate in the planning and execution of the school's annual fundraiser
- Develop campaigns to welcome and cultivate new donors and to retain existing donors
- Ensure that gifts received are designated correctly in alignment with the donor's intent
- Manage the alumni portal and develop plans to increase engagement with the alumni community
- Create a quarterly alumni newsletter and facilitate alumni reunions

Administrative

- Develop data reports and presentations that show progress in achieving marketing goals, and identify areas where improvement is needed
- Help develop a marketing budget and track expenditures to stay within budget
- Participate in school activities, such as mentoring a group of students as part of the school's home group program and participating in retreats and service trips

Qualifications

Education and Experience

- Bachelor's degree required, preferably in marketing, communications, or a related business field
- 5+ years experience in marketing, communications, public relations, or event planning preferred
- Experience writing copy for internal and external publications, social media, and advertisements

Skills and Abilities

- Excellent oral and written communication skills
- Strong interpersonal skills and the ability to collaborate, build alliances, and achieve results
- Able to work both independently and in a team setting
- Proficient with Microsoft Office, Google Suite
- Ability to maintain the highest level of confidentiality with respect to prospects and donors

Core Characteristics

- Commitment to loving and serving Jesus Christ and supporting the school's mission
- A self-starter who is always willing to learn and identify ways to improve results
- A servant leadership mindset, seeking to understand and meet the needs of others
- Ability to work under pressure and meet deadlines
- Positive, flexible, resourceful and solution-oriented
- Able to understand, love, and relate to students
- Must be active (or pursuing) community in a local Christian body of believers
- Must have compatible theology in line with TKA's Statement of Faith and Lifestyle Agreement

Working Conditions & Physical Requirements

- Required to use the computer throughout the day
- Work will be performed from the campus
- Will move throughout the campus during the day
- May occasionally have to lift up to 40 pounds
- Work is generally performed, **year-round, Mon-Fri, 7:30am to 4:00pm**
 - This position will require you to work night and weekends per the events calendar
 - You will receive 22 days off during the summer

Salary & Benefits

- TKA offers a [comprehensive benefits package](#) that includes medical, dental, and vision insurance. Additionally, TKA has an HSA and FSA plan, Employee Assistance Program, 403(B) base with matching contributions, basic life insurance, paid time off, and paid professional development.
- **Pay Grid:** Specialist IV
- **Pay Grid Range:** \$78,349 to \$93,634
 - *This position is paid based on a preset salary grid, and the actual salary will be determined by applicable education and experience as determined by the Human Resources department. The starting pay listed reflects this position's minimum experience and education requirements. The top pay range represents the top of the pay grid for this position. It is rare for a candidate to enter this position at the top of the pay grid. Most candidates can expect to enter in the lower to middle section of the pay grid, depending on experience and education.*

Please Note:

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time; therefore, this job description is subject to change.

To apply for this position, please click our [application link](#) to be redirected to our recruiting website.