

Position Title:	Marketing and Communications Coordinator
Date Modified:	February 2026
FLSA Classification:	Exempt
Status:	Full-time
Term of Employment:	12 months
Reports To:	Head of School

Essential Functions

- Provides consultation to the Head of School and senior administration to identify marketing priorities and goals.
- Create and maintain highly productive and collaborative relationships with personnel in Admissions, Development, Principals, and other Administrators.
- Lead and manage in the areas of creative services, marketing and brand strategy, social media, media relations, photography, graphic design, and public information. In addition, establish guidelines to apply across all departments, activities, and events at the Academy.
- In collaboration with Admissions, design strategies, and implement concrete plans to increase student enrollment and maintain prospective student and family interest.
- Identify marketing and promotional opportunities to position Pantego Christian Academy for greater media visibility in a large media market.
- Develop innovative ways to make the Academy's website a key marketing tool for conveying the Pantego Christian Academy's mission and vision.
- Ensure compelling, relevant, and timely content that features faculty, student, and alumni accomplishments and that showcases the Academy in new and interesting ways through various media and communications platforms.
- Develop and manage marketing operating budgets to maximize the effectiveness of all communications.
- Monitor competitor strategies and marketing campaigns.
- Handle sensitive and confidential documents and information where judgment and discretion are essential.
- Actively participate, update, and contribute to the school improvement plan.
- This job description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Employees may be required to perform other job-related duties as requested by the supervisor, subject to reasonable accommodation.
- Develop brand partnerships with outside organizations.

Spiritual Leadership

- Believe and actively adhere to the Academy's Statement of Faith and Lifestyle Statement.
- Demonstrate a desire for spiritual growth, as evidenced by prayer life, Bible study, and spiritual outreach to others.
- Evidence of the fruit of the Spirit in dealing with people.
- Actively participate in a local Bible-believing church.
- Have a conviction of God's calling to Christian school administration.
- Create an environment for students to accept God's gift of salvation and be a Christian witness and role model to them in order to help them grow in their faith.

- Uphold Biblical principles and maintain high standards of ethics, honesty, and integrity in all personal and professional matters.
- Ensure that the campus work environment is Christian-based, nurturing, loving, and wholesome.
- Work with the administration and staff to address the spiritual formation needs of the students.

Education and Experience

- Bachelor's Degree (prefer minor/major in Communications, Marketing, Journalism, Advertising, and/or Graphic Design).
- 2 or more years of demonstrated marketing and/or communications experience, preferably in an independent school.
- Experience with:
 - Adobe CC
 - Photo/Video Editing
 - Targeted social media campaign experience
 - Google Analytics
 - G-Suite (specifically Google Sheets)
 - Social Media Management
 - Video Hosting (Vimeo, YouTube)
 - Email Marketing & Constant Contact
 - SEO experience
 - Meta Business Suite, Instagram, LinkedIn, Neighborhood

Skills and Qualifications

- Belief and alignment with Pantego Christian Academy's core beliefs and Biblical philosophy.
- Demonstrated knowledge of brand development and current marketing and communications trends, including new media channels.
- Self-starter; willingness to learn key components of marketing software that are unknown to the applicant.
- Proficiency and ability to create print and video materials (graphic design) promptly.
- Photography and video editing skills.
- Strong problem-solving skills with the ability to understand the complexity of an issue and advise administration on appropriate strategies.
- Ability to create, maximize, manage, and oversee budgets, ensuring adherence to cost parameters, ongoing tracking of budgetary progress, and compliance with policies and procedures.
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.
- Ability to interpret school policies and regulations and apply them with good judgment in a variety of procedural matters.
- Values-based, flexible leadership style able to adapt to a changing environment.
- Ability to complete multiple tasks with minimal supervision and work in an environment subject to interruptions.
- Excellent communicator and presenter, including ability to communicate effectively with all constituents in a school environment; ability to use clear, concise, and grammatically correct written and verbal language in all aspects of professional interaction with students, parents, peers, administration, and the public.
- Metadata: must know how to advance via paid social media ads.

- Ability to stay on current trends and stay up to date with our target audience.

Physical Requirements and Work Environment

- Regularly sit, talk, hear, and visually intercept visitors.
- Be able to occasionally lift up to 30 lbs.
- Regularly use close and distance vision.
- Work at a desk and computer screen for extended periods of time.
- Turn, bend, reach, and occasionally use a ladder.
- Work in a traditional climate-controlled office environment.
- Maintain professional appearance (as outlined in the Employee Handbook).