



Providence Christian School of Texas

Position Title	Director of Communication and Marketing
Reports to	Headmaster
Works Closely with	Director of Admission, Director of Development, Marketing Manager
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.
Work Calendar	Full Year
Vacation Designation	3 Weeks

Position Summary: This position is responsible for marketing the school and overseeing all communication facets, both internally and externally. Duties include articulating and promoting the mission, vision, and identity of Providence; developing and implementing the long- and short-term marketing strategies; ensuring parents are thoroughly informed through regular, streamlined communication; and utilizing marketing and public relations to achieve the School's enrollment, development, and student retention goals.

Qualifications and Skills:

- Bachelor's degree in communications, journalism, marketing, or a related discipline
- A minimum of four years of communications, marketing, public relations, or related experience
- Strong copywriting and copy-editing abilities
- Strong strategic planning skills for both internal and external communications
- Excellent written and verbal communication and presentation skills
- Demonstrated knowledge and proficiency in communications technologies, specifically email marketing, website content management systems, and app management
- Understanding and working knowledge of copywriting, graphic design, layout, and publishing
- Experience overseeing the creation of marketing materials such as print materials, website management, and social media content management
- Familiarity with social media platforms and social media marketing
- Familiarity with Google Analytics, Mailchimp, Adobe Creative Suite

Essential Functions:

Marketing and Communication

- Implement and measure the success of short- and long-term marketing plans to positively reflect Providence's position in the Dallas and nationwide school market

- Collaborate with the Headmaster to write and distribute school-wide communications
- Oversee the School's online presence, including the school website and social media platforms
- Manage Marketing and Communications budget
- Oversee all marketing for internal and external events
- Create and place ads in local publications
- Manage the school-wide Communication Calendar
- Collaborate with various departments to oversee all major communications
- Oversee photography and videography production to support various areas of the School
- Further develop and manage the Crisis Communication Plan and update on a yearly basis
- Assist with the execution of major school events like Back-to-School Night, Open House, Parent Equipping Events, Testing/Observation Day, and other admission and alumni events
- Work closely with Parents' Council, our parent volunteers, on various projects requiring marketing and communications collateral and support
- Work closely with the Development Director and event chairs on promoting the Annual Fund campaign, Book Fair, and Reading Rally
- Work closely with the Admission Director to develop promotional items for Open House, and raise awareness of Open House, enrollment/re-enrollment deadlines, and other admissions-related projects

Maintain Brand Identity

- Work with all departments to ensure the brand identity is maintained across all forms of marketing and communication
- Maintain an excellent level of communication in all internal and external pieces that reinforce the School's mission, Brand Guidelines, and Style Guide
- Ensure that the School's Core Values, Mission Statement, Vision Statement, and Portrait of the Graduate are being communicated on a regular basis in a way that reinforces the strong identity of the School
- Manage, update, and educate the School's faculty and staff about the Style Guide and communication policies

Regular Communication Tools

- Oversee the production and distribution of the following publications (not limited to this list):
 - *The Monday Memo*: a weekly newsletter distributed to Providence faculty, staff, and parents
 - *The Annual Report*: an annual publication to summarize the events of the past school year and to thank our donors. This publication is received by current Providence faculty, staff, parents, donors, and alumni
 - School Yearbook
 - Alumni Newsletters: biannual publication distributed digitally to Providence alumni
 - School Directory
 - *Headmaster's Newsletter*
 - Middle School Newsletter
 - Providence app and website

Management

- Manage the Assistant to the Director of Communication and Marketing

- Manage the Yearbook Coordinator
- Manage the broader parent-led communication, including but not limited to: Parents' Council communications, room mother communications, monthly prayer emails, and more