



Marketing and Communications Coordinator

POSITION SUMMARY

The Marketing & Communications Coordinator is a key member of the Advancement team, helping tell the school's story through strategic communications, graphic design, digital marketing, social media, photography, and community engagement. This position supports enrollment, retention, fundraising, and school culture by creating compelling content that reflects the school's mission, values, and daily life. This role is part-time with the opportunity to move into a full-time position.

The ideal candidate is a creative, highly organized communicator with strong graphic design skills, excellent writing abilities, and a passion for Christian education.

KEY RESPONSIBILITIES

The duties and responsibilities described below are intended to provide a general overview of the role and are not all-inclusive. Team members are expected to demonstrate flexibility and a servant-hearted approach by undertaking additional responsibilities as requested or anticipated in support of the school's mission and community.

MARKETING & BRAND MANAGEMENT

- Promote and protect the school's brand identity across all communications.
- Create marketing materials that effectively communicate the school's mission, programs, and distinctive value.
- Support enrollment and advancement initiatives through strategic marketing campaigns.
- Ensure consistency in messaging, design, and visual standards.

GRAPHIC DESIGN & CREATIVE CONTENT

- Design print and digital materials including:
 - Admissions and enrollment materials
 - Event promotions
 - School newsletters
 - Social media graphics
 - Annual Fund and development materials
 - Campus signage and displays

- Maintain templates and visual assets for school-wide use.
- Collaborate with faculty and staff to create engaging communication pieces.

DIGITAL COMMUNICATIONS

- Manage and update school communication channels, including:
 - Website content
 - Email communications
 - Digital newsletters
 - Parent communications
- Develop content calendars and communication schedules.
- Monitor communication effectiveness and recommend improvements.

SOCIAL MEDIA & STORYTELLING

- Manage the school's social media presence.
- Capture and share stories that highlight the school's mission in action, reflecting student learning, spiritual growth, school culture, athletics, fine arts, and community life.
- Create engaging photo, video, and written content.
- Increase awareness and engagement among prospective and current families.

PHOTOGRAPHY & EVENT COVERAGE

- Photograph and/or coordinate photography of school events, programs, classroom activities, and special occasions.
- Organize and maintain photo and video archives.
- Coordinate content collection from faculty, staff, students, and volunteers.

ADVANCEMENT & COMMUNITY ENGAGEMENT SUPPORT

- Assist with communications related to fundraising initiatives and donor stewardship.
- Support school events through marketing and promotional efforts.
- Collaborate with admissions, student life, athletics, and academic departments to communicate school initiatives effectively.
- Help strengthen relationships with current families and alumni through meaningful communication.

SUCCESS INDICATORS

The successful candidate will:

- Be a compelling storyteller who communicates the mission and culture of the school.
- Demonstrate creativity while maintaining professionalism and brand consistency.
- Build positive relationships with students, parents, faculty, staff, donors, and community members.
- Work collaboratively and serve with humility and excellence.
- Display initiative, flexibility, and a servant-hearted approach to ministry and education.

HOURS

This is a part-time position averaging approximately 20–25 hours per week, with flexibility based on the school's communication and event calendar. The position is expected to grow into a full-time role as the school grows.

QUALIFICATION

- Acknowledges full agreement with the HOPE Academy Statement of Faith.
- Demonstrates deep and abiding faith in Jesus Christ.
- Capacity to embrace challenges and thrive in an environment where creative ideas, intellectual curiosity, independent thinking, personal accountability, and close collegial relationships are appreciated.
- Bachelor's degree in Marketing, Communications, Graphic Design, Public Relations, or related field preferred.
- Experience in marketing, communications, graphic design, or related work.
- Proficiency in graphic design platforms such as Canva and Adobe Creative Suite.
- Excellent written and verbal communication skills.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and deadlines simultaneously.
- Experience with social media platforms and content creation.
- Experience working in a school, nonprofit, church, or ministry setting.
- Photography and basic videography skills.
- Website content management experience.
- Email marketing experience.
- Exhibits diplomacy and discretion, adhering to the highest ethical standards.
- Ability to adjust personal schedule as needed for support at school functions, which may occur on evenings and weekends.

EMPLOYMENT BENEFITS

Salary is dependent on experience; health benefits are self-funded; and a tuition discount is provided for all children who attend HOPE Academy. Health and retirement benefits are not currently available.

PROFESSIONAL STANDARDS OF EXCELLENCE

We believe that how we do anything is how we do everything.

- Follow the example of Jesus
- Begin with the end in mind
- Devote to doing good for each child
- Steward faithfully and with excellence
- Commit to learning and growing

- Serve joyfully and with hope
- Partner well with parents for the success of children
- Cultivate collaboration among colleagues
- Preserve the Christ-centered culture and community of the school

About HOPE Academy

HOPE Academy is a K-12 private, Christian, University-Model® School in Concord, NC. HOPE is entering its tenth year and recently celebrated its first graduating class in 2019 and SACS/CASI Accreditation in 2018. HOPE partners with families through a schedule that gives parents more time and influence in their children's lives while engaging students in relevant, meaningful learning experiences. HOPE prepares students for success in college and beyond by utilizing project-based learning as a cornerstone of its academic program.

For more information about HOPE Academy, please visit www.hopek12.com