

Director of Marketing and Development Job Description

New Life Christian School is looking for a Director of Marketing and Development. The Director of Marketing and Development will promote the mission of New Life Christian School to the school and local community through the process of marketing. This position will be responsible for promoting New Life Christian School through social media, print media, and admissions events. This staff member will work closely with the Director of Admissions, Head of School, and School Council to support the growth of the school in both student enrollment and fund development.

Spiritual Qualities

- Acknowledge Christ as Savior and seek to live life as His disciple
- Believe the Bible to be the inspired, the only infallible, authoritative, inerrant Word of God - our standard for faith and practice
- Believe and actively support the school's statement of faith
- Be a Christian role model in attitude, speech, and actions towards others
- Actively participate in a local Bible-believing church
- Motivate 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

Professional Qualities

- Hold a Bachelor's degree or higher from an accredited College/University
- Have experience in the marketing and/or development field
- Computer and software experience Microsoft Office, Google Suite, and numerous social media platforms.
- Graphic design knowledge and experience are a plus
- Promotes through various social media outlets including Facebook, Twitter, Instagram, etc. Use social media to promote a strong, positive public image
- Updates and support the school website under the direction of the website coordinator
- Support and adheres to visual brand guidelines for the facility as well as for both internal and external publications
- Manages electronic database of school photography and videography.
- Assists with the creation and design of marketing materials for all-school events and any public documents
- Assists with the publication of the weekly digital newsletter and the daily morning school announcements
- Must possess strong attention to detail and the ability to multi-task a variety of responsibilities.
- Exhibits exceptional creativity, writing, and communication skills.
- Strong organizational skills are a must
- Ability to work with all functions—administration, support staff, other faculty, and students.
- Develop and implement marketing initiatives for the cultivation of a strong, positive public image for NLCS.
- Develop and supervise strategies and plans that encourage current and past NLCS stakeholder identification and advocacy
- Support and oversee the parent-teacher-student fellowship (PTSF) with the Head of the School
- Assist the School Council in fund development

In order to be considered for a position, we require a completed application form, which can be found on our website: <https://www.newlifecs.org/about/employment-opportunities/>