

Director of Marketing and Communications
Job Description

The Director of Marketing and Communications will promote the mission of New Life Christian School to the school and local community through marketing and communications. This position will promote 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 leadership to support the school's growth in 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 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 communications field
- Computer and software experience in 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 various 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 to cultivate a positive public image for NLCS.
- Develop and supervise strategies and plans that encourage current and past NLCS stakeholders to Respond promptly to parent complaints and parent requests for help with information.
- Know the procedures for dealing with emergencies in the classroom and school.

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- Participate in continuous professional development through professional reading, in-services, workshops, and training.
- Participate in beginning-of-year staff orientation, staff devotions, and meetings.

Other Responsibilities

- Maintain a clean, attractive, and well-ordered office.
- Participate in the end-of-the-year school closing process
- Perform other duties as assigned by the Administration
- Support and oversee the parent volunteer organization (PVO) with the Head of the School
- Assist the administration in fund raising

Physical Demands

- The school is currently a multi-level facility, which requires the Director of Marketing and Communications to negotiate flights of stairs regularly and walk around the buildings and grounds for supervision.
- Must be able to sit or stand for extended periods, have the dexterity of hands and fingers to operate office equipment, and lift at least 25 pounds
- On occasion, the Director of Marketing and Communications must be able to work longer hours than a typical day for events such as back--school night, parent-teacher conferences, team meetings, open houses, graduation or other meeting/functions in the evening.