

Columbia Academy

Job Description

Director of Marketing and Communication

Columbia Academy is associated with churches of Christ and governed by religious tenets. The Academy is seeking staff applicants who are active members of a congregation of a church of Christ. The Academy complies with all applicable federal and state nondiscrimination laws and does not engage in prohibited discrimination on the basis of race, religion, sex, age, color, national or ethnic origin, or disability in the administration of its employment practices.

TITLE: DIRECTOR OF MARKETING AND COMMUNICATION

REPORTS TO: PRESIDENT

PAYROLL STATUS: SALARY EXEMPT, FULL-TIME, ELEVEN-MONTH

TYPICAL HOURS: 8:00 – 4:00

PURPOSE AND SCOPE OF THE POSITION

The Director of Marketing and Communication is responsible for the marketing and promotion of Columbia Academy as well as all internal and external school-wide communication. The Director of Marketing and Communication will oversee advertising, branding, social media, public relations, website, and print and electronic communication for the school. Reporting directly to the President, the Director of Marketing and Communication will work closely with all administrators to ensure there is a consistent, attractive, accurate, and persuasive message shared with our constituencies.

MAIN RESPONSIBILITIES AND JOB TASKS

1. To provide all marketing, PR and internal communication strategy
2. To evaluate, select, and implement appropriate advertising and marketing for the school in accordance with the given budget
3. To coordinate with the director of admissions to develop and implement an enrollment and PR strategy
4. To oversee writing and production of the annual print publication, *The Communicator*.
5. To produce the weekly Friday email newsletter, the *Bulldog News*
6. To serve as the primary media contact for the school, producing all press releases and media pitches.
7. To drive and oversee social media strategy for the entire school, including organizations.
8. To oversee the creation and maintenance of the school website.
9. To serve as a crisis PR strategy coordinator
10. Perform other duties as assigned by the President.
11. Abide by all school policies, including, but not limited to, the faculty-staff handbook.

KEY COMPETENCIES

1. The ideal Director of Marketing and Communication shall
 - Have a bachelors degree or higher in marketing, PR, communication, or a related field
 - Have experience working in a Christian school environment
 - Align with the mission of Columbia Academy
 - Feel comfortable working in a team environment
2. The Director of Marketing and Communication must demonstrate the following skills:
 - Exhibit a personality that demonstrates interpersonal skills to relate well with students, staff, administration, parents and the community

- Excellent interpersonal skills including effective written and verbal communication
 - Attention to detail and high level of accuracy
 - Ability to anticipate work needs and follow through with minimal direction
 - Ability to demonstrate sound judgment in decision making
 - Ability to remain objective and impartial in relationships with teachers, children and parents
3. The Director of Marketing and Communication must demonstrate the following personal attributes:
- Fully committed to his/her Christian faith in belief and practice
 - A member in good standing of a local church of Christ
 - Have excellent integrity and demonstrate good moral character
 - Be completely honest, trustworthy and dependable
 - Possess cultural awareness and sensitivity
 - Be flexible and enthusiastic
 - Demonstrate a sound work ethic

WORKING CONDITIONS

The Director of Marketing and Communication may spend a significant period of time sitting and using office equipment and computers, which may cause muscle strain. He/she may also spend significant periods of time standing, walking, and moving, which may cause muscle strain. The Director must also deal with a wide variety of people on various issues.