



Position Title: **Director of Marketing**
Date Modified: January 2022
Job Classification: FLSA Exempt, Full-time¹, 12-months
Reports To: Chief Operating Officer (COO)
Position Purpose: Implement the school's external and internal marketing activities

Qualifications

- Devoted follower of Christ
- Bachelor's degree in Marketing, Digital Marketing, Advertising, Social Media Management, or equivalent experience preferred
- Minimum 2 years of digital marketing or inbound marketing experience required
- Experience producing content for social media and websites including photography, graphics, and simple videography
- Knowledge and understanding of SEO, digital advertising, inbound marketing, and remarketing
- Task oriented and able to see the big picture
- Able to write a story in a clear, concise, and engaging way
- Experience with HubSpot, inDesign, Illustrator, Photoshop preferred
- Ability to think and plan strategically and creatively

Essential Functions

- Manage marketing strategy for the ongoing enhancement of CCA's image
- Manage, forecast, and plan yearly budget for the department
- Work strategically and collaboratively with COO to enhance community and public relations among parents, alumni, prospective families, potential donors and the community at large
- Serve as liaison to Marketing Agency –
 - Ensure SEO optimization
 - Review effectiveness of ads/campaigns
 - Approve ads, landing pages, email campaigns, workflows
 - Participate in quarterly strategic sessions
 - Provide campaign assets in a timely manner
- Work closely with Athletic and Fine Arts departments to promote events and accomplishments
- Manage the website to ensure that the messages and quality are current, consistent with the school's image and brand and support the overall communications and public relations strategy of the school
- Update the website in a timely manner with faculty, curriculum changes, programming, etc.
- Write and edit any additional school publications, including admissions, athletics, and development materials.

¹ Full-time work is defined as 32 or more hours a week.

- Develop and execute a strategic plan and calendar for communicating our stories and messages to local media
- Update information on review sites such as Niche, Great Schools, Private School Review, K12 Academics, and Bubblelife.
- Work with COO to produce videos as needed to promote the school and communicate to various audiences.
- Take photos of school events and activities as needed for publications and the website. Edit and organize photos within school network in an accessible way
- Schedule and manage logistics for video and photo shoots
- Manage all social media channels for the school including Facebook, Instagram, Twitter, YouTube, and Google including messages and reviews
- Plan and implement a social media calendar to ensure best practices and campaign alignment with the school's content calendar
- Post a minimum of 4 times per week on social media including innovative ideas to enhance engagement
- Create graphics for the website and social media as needed
- Update promotional materials annually or as-needed including admissions packets and brochures for churches, preschools, real estate agents, etc.
- Proactively promote the school in innovative ways

Physical Requirements and Work Environment:

- Occasionally lift up to 30 pounds
- Generally works in standard office conditions and climate
- May work in varied extreme outside weather conditions during special activities and fundraising events
- Works in a highly stressful environment dealing with a wide variety of challenges, deadlines and a varied and diverse array of contacts
- May work at a desk and computer for extended periods of time