



Position: Marketing and Communication Specialist

Full Time; 12 month position - Responsible for shaping and coordinating a consistent school message aligned with the mission of The Christ School for the school community, alumni, media and general public. Raise the profile of the school as a leader in Christian education and provide information required to measure constituency opinions and identify anticipated future needs with the goal of maintaining capacity enrollment of qualified, mission appropriate students. Serve as the school's Communications Coordinator.

Reports to: Director of Admission

Work Hours: 8:00 a.m. to 5:00 p.m. Monday through Friday; year round. Hours will vary based on event needs.

Essential Duties and Responsibilities

- Serve as a member of the Advancement Team.
- Partner with Director of Admission to develop and implement an annual strategic marketing/communication plan/calendar focused on recruitment, re-recruitment and community awareness.
- Provide leadership to the Social Media and Branding Parent Advisory Committees by engaging the network of current families, grandparents and alumni to assist in the admission program.
- In conjunction with the Director of Admission, create and present the annual marketing/communications itemized budget to the Head of School for approval. Provide periodic budget updates as scheduled.
- Produce and/or coordinate the production of all print and visual media including school publications (Lions' Pride, Annual Report, etc.), brochures, banners, admission materials, handbooks, signage, newsletters (Weekly Email, etc.) including material used, copy/content and production schedule to support strategic marketing/communication plan.
- Produce graphic designs for school communications
- Manage and update The Christ School's website, student management system and social media for relevancy, accuracy and timeliness.
- Manage search engine optimization (SEO) of school website and other on-line presence
- Attend school events (on and off campus) taking quality photographs and/or using computer-aided design, to accompany print articles or for posting on the school's website and social media outlets. Maintain a digital database of photos for school use.
- Oversee the production on an annual school marketing video.

- Ensure that information on all school bulletin boards presents a targeted message and remains current.
- Manage media relations, including writing press releases and cultivating relations with local media for the purpose of covering and distributing news and events that highlight TCS programs and value to the central Florida community.
- Write copy for local newsletters, papers and other publications
- Develop, maintain and share school-wide talking points. Edit all school-wide communications.
- Assist head of school in development of school-wide communications
- Assure fidelity of TCS brand in all replications.
- Coordinate all school-wide communication including but not limited to maintaining a communication calendar.
- Represent The Christ School at various community gatherings and conferences.

Assume primary event planning responsibility for all marketing events. Provide support to other advancement team members for other event planning and implementation.

- Other duties as assigned.

Requirements

- Professes a saving faith in Jesus Christ as Lord and Savior and accepts the authority of scriptures as a guide for faith and living
- Degree in Journalism, Graphic Arts, Public Relations, Marketing, English or Communications
- Minimum of three years of successful, proven experience in marketing and communication preferable at an independent/Christian school
- Excellent written and verbal communications skills
- Outstanding interpersonal skills
- Self directed, energetic and pro-active
- Ability to handle multiple projects simultaneously and prioritize effectively
- Detail-oriented
- Proficient in organization and administrative abilities
- High proficiency with technological productivity tools including email, calendar and MS Office, Digital Imaging, Illustrator, Adobe Reader In Design, PhotoShop (Adobe Suite) and social media
- Creative, flexible and energetic colleague sensitive to the mission-driven history of the school