



Director of Marketing and Communications

Mission (Purpose and Function): To promote West Side Christian School and its programs through strategic planning and the use of communications platforms, advertising, social media, and strategic partnerships.

Responsible to and evaluated by: Principal

Responsibilities:

1. Promotions
 - a. Develop and implement a comprehensive marketing & advertising plan for multiple areas of the school
 - b. Coordinate & implement communications & promotional plans for school-wide events such as chapels, fundraisers, school community happenings, PTA events, etc.
 - c. Review & coordinate marketing collateral, updating as needed
 - d. Utilizing Grkids.com to reach to our audience
 - i. Preschool Guide
 - ii. Free Public Events Calendar
 - iii. Sponsor articles
 - iv. Develop item-specific advertising plans such as Nature Preschool, Summer Camps, etc.
 - e. Billboard advertising
 - f. Explore other advertising avenues as needed
 - g. Google Adwords
2. Data Analysis
 - a. Incorporate website, Facebook, and Instagram analytics in marketing and communications activities
 - b. Annually survey Early Childhood & BUDS families
 - c. Develop and administer surveys, focus groups, & other evaluative measures as needed
 - d. Incorporate data analysis into strategic planning & recommendations
3. BUDS program (0-5 years)
 - a. Collaboratively with staff develop programming schedule that attracts families with young children to WSCS
 - b. Advertise events on multiple platforms
 - c. Greet attendees and take photos
 - d. Evaluate program effectiveness & recommend program improvements

4. Social Media Management
 - a. Coordinate and manage social media: drive and develop strategy and work with staff to implement ideas
 - b. Work with teachers to turn ideas into actual tactics: take pictures and video if needed
 - c. Coordinating, writing, editing, and promoting thought leadership through blogging
 - d. Coordinate & develop visuals & graphics as needed
 - e. Ensure content is consistent with mission/vision/strategic guidelines
 - f. Launch paid advertising campaigns
 - g. Respond to messages on social media
 - h. Create and manage WSCS groups within the Facebook page (Early Childhood classes, Athletics, and Outdoor Education)
5. Communications & Strategic Planning
 - a. Assist the Board and Head of School in creating communication plans, as needed
 - b. Create and send quarterly Beyond Belief Bulletin with collaboration from Head of School and Development Director
 - c. Create and send biannual Echo mailing with collaboration from Head of School and Development Director
 - d. Emails about upcoming events (PTA and fundraising events, Preview Night, Open House, etc)
 - e. Send out quarterly communication from the school board
 - f. Send out monthly communication from Parent Teacher Association (PTA)
 - g. Keep website content updated and informative
 - h. Provide strategic recommendations for advancing the school's mission, vision, and programming and enrollment
 - i. Fundraising Efforts
 - i. Draft letters
 - ii. Create graphics/branding for campaigns
6. Event Planning
 - a. Assist in the planning of various events for the school to make sure:
 - i. The event runs smoothly
 - ii. It fits the mission and vision of the school
 - iii. To analyze the event after it has taken place and evaluate the worth and what went well and what could be improved

Requirements:

1. Degree in marketing, communications, or journalism preferred
2. Photography, video, and basic editing skills
3. Website content management experience preferred
4. Experience managing social media

Remuneration: Part-Time, Salary