



## Digital Communications Coordinator

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

**Responsible to and evaluated by:** Head of School

### Responsibilities:

1. Promotions
  - a. Coordinate and implement communications and promotional plans for school-wide events such as chapels, fundraisers, school community happenings, PTA events, etc.
  - b. Review and coordinate marketing collateral with Marketing Specialist, updating as needed
  - c. Utilizing Grkids.com to reach to our community
    - i. Preschool Guide
    - ii. Free Public Events Calendar
    - iii. Sponsor articles
    - iv. Develop specific advertising plans such as Early Childhood and Kindergarten, Summer Camps, etc.
  - d. Explore other advertising avenues as needed
2. 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
3. Social Media Management
  - a. Coordinate and manage social media: work with Strategic Marketing Manager to 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 school's story through blogging
  - d. Coordinate and 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

4. Email / Web
  - a. Create and send quarterly Beyond Belief Bulletin with collaboration from Head of School, Development Director, and Marketing Specialist
  - b. Emails about upcoming events (PTA and fundraising events, Preview Night, Open House, etc)
  - c. Send out quarterly communication from the school board
  - d. Send out quarterly communication from Parent Teacher Association (PTA)
  - e. Send out monthly middle school newsletter
  - f. Other emails/newsletters as needed
  - g. Make minor updates to the WSCS website
  
5. 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. Experience managing social media

**Remuneration:** Part-Time