



MARKETING COORDINATOR JOB DESCRIPTION

Title: Marketing Coordinator

Reports to: Director of Enrollment and Engagement

Status: Part-time; 15 hours per week (1st week in August through 1st week in May; And, 2 hours per week (2nd week in May through July). The coordinator will have two (2) weeks off in summer in addition to school breaks off during school year. School breaks include Fall, Thanksgiving, Christmas, and Spring Breaks. The director should be prepared to oversee student enrollment and reenrollment activities over school breaks, as needed. The Marketing Coordinator will receive 2 personal days annually in addition to major holidays off: Independence Day, Labor Day, MLK Day, and Memorial Day.

Evaluation: Performance will be evaluated in accordance with provisions of the Board's policy on evaluation of professional personnel and this job description.

JOB BRIEF

To assist in the creation of digital marketing content and to oversee the school's traditional marketing efforts to promote growth and the visibility of Providence Academy. The role will support the school's vision of *Building Family Connections; Building Leaders for Christ*.

DUTIES & RESPONSIBILITIES

1. **Create**—social media marketing strategies and campaign
2. **Review**—Review effectiveness of marketing efforts
3. **Develop and Post**—Content for social media marketing
4. **Organize**—Organize and oversee volunteer and staff contributors to social media platforms
5. **Marketing Plan**—Develop and implement a comprehensive marketing plan for the school.
6. **Internal Marketing**—Develop and implement an internal marketing strategy to reinforce the school's core brand messages and customer satisfaction to the parent community.
7. **Word-of-Mouth Marketing**—Develop and implement an effective word-of-mouth marketing strategy that will create internal and external buzz for the school.

8. **Web-Based Marketing**—Provide oversight and leadership to the school’s website by regularly updating the content, news and videos. In addition, utilize web-based marketing strategies to increase the online presence for the school including the effective use of social media sites and search engine optimization for the website. The director organizes the team of contributors to social media and news platforms and regularly photographs, video records, and communicates/posts occurrences at the school.
9. **External Marketing**—Develop and implement an external marketing effort that will generate increased awareness for the school within all of its target constituencies including parents, faculty/staff, grandparents, alumni, donors and friends, as well as within the community.
10. **Event Marketing**—Create event marketing for varying areas of the school including campus activities, school events, athletic events, media days, fundraising, admissions and re-enrollment.
11. **Conventional Advertising**—Develops, with support, advertising campaigns for radio, billboard, and print platforms.
12. **Signage**—Oversees the design and production of signs for school buildings, land, and parking lots.
13. **PCCA Brand**—Provide leadership to the school community for the Providence Classical Christian Academy brand by enforcing brand standards as well as reviewing and approving all collateral and web-based communications.

QUALIFICATIONS

Required Personal Qualities:

1. Faith in Jesus Christ as his/her personal Savior.
2. A belief that the Bible is God’s Word and is the standard for faith and daily living.
3. Agrees whole-heartedly with Providence Academy’s Statement of Faith.
4. Is a Christian role model in attitude, speech, and actions toward others. (Luke 6:40) This includes being committed to God’s biblical standards for sexual conduct.
5. Is a Christian who is an active member of a Christ-centered church, and will remain so during the period of employment, growing in his/her Christian relationship with God, and actively practicing and exhibiting Christian principles of the Christian faith; seeks to model in speech, actions, and attitude a consistent daily walk with Jesus Christ; sets an example of the importance of spiritual discipline; and encourages students in the importance of a personal relationship with Jesus Christ and growth of their faith.
6. Recognizes the role of parents as primarily responsible before God for their children’s education and is prepared to partner with them in that task.
7. Demonstrates the character qualities of enthusiasm, courtesy, flexibility, integrity, gratitude, kindness, self-control, perseverance, and punctuality.
8. Meets everyday stress with emotional stability, objectivity, and optimism.
9. Maintains a personal appearance that is a Christian role model of cleanliness, modesty, good taste, and is in agreement with school policy.
10. Uses acceptable English in written and oral communication. Speaks with clear articulation.
11. Respectfully submits and is loyal to constituted authority.
12. Willing to notify the Principal of any policy he/she is unable to support.
13. Possesses a passion for the University-Model School mission/vision.
14. Possesses a clear knowledge, understanding, and heart for classical and Christian education.

15. Is a spiritual leader.
16. Has the ability to delegate and follow-up.
17. Is organized and multi-task oriented.
18. Possesses good people skills.
19. Has a servant's heart.
20. Is able to diffuse difficult situations.
21. Is a problem solver.
22. Respects confidentiality.
23. Possesses and demonstrates the fruits of the Spirit.
24. Is willing to be visible on campus and in activities; recognizes the sensitive nature of his/her presence.
25. Acts objectively when distinguishing what is best for Providence Academy when his/her own children are attending the school.
26. Is exemplary in praying for the school, staff, students, and families.
27. Models biblical principles of leadership in his/her relationships with and treatment of the faculty and staff.
28. Submits to the Head of School's and Board's authority.
29. Is able to articulate a Christian (biblical) philosophy of education and implement this philosophy at all levels of the school.
30. Is able to communicate openly and honestly with the Director and Head of School.

Preferred Knowledge, Skills, and Abilities:

1. Knowledge of social media marketing principals.
2. Excellent written and verbal communication skills.
3. Proficiency in the use of Microsoft Office, Google Drive, database software, Google Calendar, e-mail, and ability to quickly learn new technologies.
4. Ability to think critically and make sound decisions under pressure.
5. Ability to remain organized, prioritize and manage time while working on several tasks simultaneously.
6. Proven ability to build effective relationships with others.

Required Education and Experience:

1. Bachelor's Degree preferred; Degree(s) in Business, Marketing, or Public Relations desirable. Marketing experience required.

The purpose of this job description is to describe the basic function, major responsibilities/tasks, and essential functions of each job so that employees can better know what is expected of them. The descriptions also provide information useful for recruiting, training, and performance appraisal. This document does not create an employment contract, nor does it modify the at-will employment status of any employee. This job description is not meant to inhibit employee creativity or innovation. It may be revised when necessary.

Providence Academy has a racially nondiscriminatory employment policy. Providence Academy does not discriminate against applicants and employees on the basis of race, color, or national or ethnic origin.