

MARKETING AND EVENTS COORDINATOR JOB DESCRIPTION

Title: Marketing and Events Coordinator

Reports to: Director of Advancement

Status: Part-time; 20 hours per week (8/15 to 5/10), 5 hours per week (5/10 to 8/15)

JOB BRIEF

To assist in the creation of digital marketing campaigns and execution of development events to promote growth and the visibility of Providence Academy.

DUTIES & RESPONSIBILITIES

1. Encourage growth and visibility of Providence through social, digital and conventional marketing as part of the Advancement team
2. Create social media marketing strategies and campaign
3. Develop and post content for social media marketing
4. Review effectiveness of marketing efforts
5. Plan and execute four development events each year (examples include scholarship golf tournament, gala, grandparents event, and 5K race)
6. Recruit and encourage volunteers in the planning and execution of events

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 a problem solver.
21. Respects confidentiality.
22. Possesses and demonstrates the fruits of the Spirit.
23. Acts objectively when distinguishing what is best for Providence Academy when his/her own children are attending the school.
24. Is exemplary in praying for the school, staff, students, and families.
25. Models biblical principles of leadership in his/her relationships with and treatment of the faculty and staff.
26. Is able to articulate a Christian (biblical) philosophy of education and implement this philosophy at all levels of the 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

Physical Demands:

1. Occasionally lift up to 50 pounds

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.