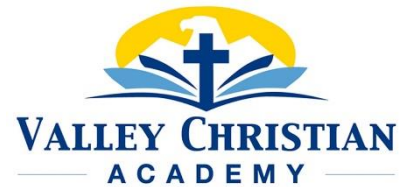


Job Description for the position of **VCA Marketing Director**



Reports to: Administrator

Supervises: None

Position Overview: The Marketing Director communicates with others to connect and bring them into a relationship with Valley Christian Academy to grow the school and bring glory to God.

Position Description: This is a part-time, 22 hours per week, non-exempt position that is paid on an hourly basis commensurate with experience and degree(s) held. No benefits are offered with this position. Hours are variable throughout the school year and summer (not to exceed more than 22 hours per week for 47 weeks a year); on-campus hours will be mutually agreed upon. Desk/office space will be available at VCA, but some work will be done off-campus. The Marketing Director will work closely with the Administrator, Registrar, and Development Director.

Required Spiritual Qualities

- Has received and acknowledges Jesus Christ as his/her personal Savior and Lord
- Seeks to live a life as His disciple, displaying Christian maturity
- Stands as a positive Christian role model for students, parents, employees and our larger community
- Agrees with Valley Christian Academy's Statement of Faith
- Is active in a Bible-believing church whose Statement of Faith is consistent with VCA's

Required Professional Qualities

- An appropriate degree from an accredited college or university is preferred
- Has experience in the areas of marketing, communications, layout and design, presentation and public relations
- Is highly motivated and capable of working independently in a flexible environment
- Demonstrates strong organization, accountability (through status reports, planning documents, etc.), cooperation, integrity and confidentiality
- Promotes a positive attitude about VCA and its employees and students.

Essential Skills

- Demonstrates creativity, proficiency and accuracy at producing high-quality advertising, marketing and communications materials (internal and external), preparing presentations, and writing copy to tell the story of VCA
- Strong photography skills needed
- Strong skills in using, Word, Excel, the Internet, social media, and other relevant layout and design software are required; willing to learn how to maintain the VCA webpage
- Effectively use various forms of media such as print, radio, video, social media, and website
- Be able to manage special events, from planning, advertising, and preparing, to follow-through and follow-up

- Demonstrate ability to establish positive relationships with existing and potential feeder organizations, alumni and parent groups
- Demonstrate credibility to prospective VCA families and earn trust of current and departing VCA families

Responsibilities

The tasks and responsibilities of this position include, but not be limited to, the following:

- Promoting and marketing the school so as to increase enrollment
 - External marketing
 - Identifying and pursuing target groups to be reached, such as: preschools, prospect lists, churches, new area residents, real estate agencies
 - Promoting VCA through events such as Open Houses, local community events such as summer VBS, community events, and other parent groups.
 - Assisting with the ViewPoint newsletter
 - Internal marketing
 - Communicating with and marketing to current parents to increase student retention.
 - Supporting and promoting VCA in school activities such as mile run, concerts, etc. utilizing the website, photography, and communications
 - General use of quality materials such as: preparing press releases, brochures, e-mails, flyers/posters/handouts and website maintenance, managing newspaper and magazine advertising
- Other
 - An annual marketing plan will be created in collaboration with the Administrator.
 - Regular communication with Administrator for support, planning, implementation, progress, and reflection on marketing efforts
 - A monthly written one-page report of marketing efforts will be submitted for the Board meeting.
 - All written materials are to be approved by the Administrator prior to their use.
 - Serve on the Enrollment-Marketing Committee

Hired by the School Administrator, this is a position subject to this Job Description, VCA Procedures, the VCA Policy Manual, and the Terms of Employment.

Evaluation:

Job performance will be evaluated annually by the Administrator in accordance with the Board's policy, established evaluation forms, procedures, and this job description.