

Job Profile

VCA Marketing Director



The Marketing Director works closely with the Administrator to successfully promote VCA in a variety of ways to maximize the school's exposure and develop strong relationships, which results in community awareness, increased enrollment, alumni involvement, and donor funding.

The purpose of this profile is to work in harmony with the Job Description to describe the skills, knowledge, and experience of the "ideal" person to fill this role. While no one begins as the ideal person, some things are necessary to start the job while other things can be learned, taught, and mentored over time to the person eager and willing to learn.

You will love this job if you . . .

- Tell stories in creative, visual ways
- Like to design, write, and communicate with others in a friendly, clear, and professional way
- Love to tell others about VCA and the ministry it has to children and families
- Enjoy meeting new people (at Open Houses and preschools) to help them learn more about VCA
- Like to plan and organize events
- Enjoy being part of a team that works together
- Enjoy the flexibility of a part-time schedule

You'll be good at this job if you . . .

- Believe in the value and importance of Christian education –
 - Must have a passion, vision, and appreciation for VCA's mission and ministry
- Are very organized –
 - Plan and implement public relations efforts, materials, activities, and events
 - Effectively use technology – Internet, social media, Word, Excel, Publisher, web development
 - Self-directed – being able to manage your time and priorities
- Are a communicator –
 - Strong communication – written, verbal, visual, and personable skills
 - Graphic Arts capabilities needed for the design aspects of all marketing materials
 - Use photography to get the message across
 - Presentation experience, meeting with people
- Are personable and enjoy people –
 - Ability to work with volunteers and colleagues
 - Strong professional yet friendly demeanor
 - A diplomatic working style – strong managerial skills and an aptitude for managing and working independently.