



Marketing Coordinator Job Description

Crossroads Christian Academy

Job Goal: The Marketing Coordinator is responsible for the school-wide coordination of effective marketing, while assisting with the delivery of digital and online communications. S/he collaborates with other school stakeholders to create an effective communications plan to ensure that CCA is a welcoming, supportive, and efficient environment for students, parents, faculty, staff, and visitors. S/he raises the visibility of the school in order to attract new students across the school's portfolio, publicize the strengths of the academic faculty, and promote the profile of CCA as a whole to external audiences.

Line of Authority: The Marketing Coordinator reports directly to the Director. S/he serves as a consultant to the administrative team, Business Manager, and Registrar regarding all marketing and communications plans and accepts responsibilities as identified by all.

General Qualifications:

- Have a deep commitment to Jesus Christ based on a personal relationship with Him.
- Be a servant leader and have a calling to ministry in and through education.
- Have a solid conviction that Christian education is of utmost importance in guiding children in today's world.
- Have a solid understanding and commitment to CCA's guiding statements.
- Have experience in the international school setting (preferred).
- Have appropriate qualifications in Communications/Multimedia/Graphic Design, or experience in publications, graphic design, or desktop publishing.
- Have experience monitoring and evaluating the performance of marketing solutions.
- Be effective in oral and written communication in English and Spanish.
- Be able to prioritize tasks and utilize efficient time management skills.
- Be a team player, responsive to the school board and school staff, including professional services designated for marketing.
- Be knowledgeable with digital platforms, including planning, execution, and reporting.
- Have skills and experience working with Microsoft Office, Outlook and education-based database applications or demonstrated ability to rapidly acquire such knowledge.

Spiritual Responsibilities:

- Be a spiritually mature and growing Christian who is active in his/her Christian life.
- Be a role model in speech, actions, and attitudes (both on and off campus) and model a consistent daily walk with Christ.
- Encourage staff to actively pursue Christ and to grow in their daily walk with Him.
- Resolve conflict biblically with parents, students, staff, administration, and Board.
- Maintain active participation in a local body of believers.
- Be available for prayer and counseling as needed by parents, teachers, and students.
- Be involved with the devotional and prayer time with the faculty.
- Be able to maintain confidentiality in relation to students and families.
- Pray for CCA regularly – the Board, the staff, the families, the students, and the activities.

General Marketing Requirements

- Assist with the production of effective advertising of the school to promote enrollment.
- Oversee the collection of professional photographic records of school life for promotional material.
- Maintain a repository of photos and videos in the marketing folder in OneDrive for future use and reference.
- Serve as the primary contact for all marketing-related projects which may include third parties (such as advertising companies and consultants) that CCA has engaged to help with specific projects or campaigns
- Provide photography, videography and design support as required by the Administration Team.
- Assist with the promotion and support of events.
- Attend sporting events, Student Council events, and other distinguished calendar approved events to gather news/media.
- Attend devotions and Administration Team meetings, as appropriate.
- Other reasonable duties as requested by the Director.

Social Media

- Develop and maintain social media content plans in conjunction with the Director and Administration Team, as well as Registrar, complying with school policies.
- Create social media content (utilizing videography, photography, and design skills) and execute the social media content plan.
- Ensure social media feeds look clean, balanced, and maintain consistent CCA branding (school colors and logos).
- Monitor and respond to comments and posts in conjunction with the Director and Registrar, complying with school policies.
- Research and provide ongoing recommendations for the social media strategy and platforms.
- Monitor and evaluate the performance of social media channels.
- Follow only teachers, schools, educational or related accounts on social media channels.
- Provide an ongoing report to the Director and Administration Team.

Digital Communications

- Create digital communications content (utilizing videography, photography, and design skills) for the school website and various digital marketing solutions to promote the school, including an eNewsletter.
- Responsible for the creation and distribution, writing and editing content, including events and news additions.
 - Interview teachers, students, parents, and alumni to gather news events and stories
- Adhere to the appropriate authorization and approval process prior to distributing communications.
- Utilize FACTS (the school's Management System) for effective communication between faculty, parents, and students, when necessary.
- Create and update web pages on the school's website according to the established plans approved by the Director and Administration Team.
- Monitor and evaluate the performance of the website.
- Provide an ongoing report to the Director and Administration Team.

Supervision

- Assist faculty and staff to maintain a positive attitude among educators about the importance of marketing strategies.
- Communicate with teachers and staff about photo and marketing opportunities inside and outside the classroom.
- Perform maintenance and trouble-shooting procedures on the school's website and social media platforms designated by the Director and Administration Team.
- Constant communication with the Business Manager for efficient use of maintenance funds.
- Maintain confidential information for all CCA account logins, password, etc. regarding marketing.

Public Relations

Board

- Cooperate with other administrators in carrying out all board policies and procedures.
- Provide a marketing update prior to each School Board meeting via the Director's Report.

General Duties

- Attend all meetings scheduled by the Director.
- Assist the Director in accreditation review tasks.
- Consult and make decisions in a spirit of cooperation with other administrative team members to assist in developing general daily operations, procedures, and policies regarding marketing solutions.
- Field questions from staff and parents regarding policy issues and interpretation.
- Support CCA's educational system with appropriate skills in being an example to students as well as educators and other adults.
- Help the administration develop and implement plans for the acquisition of new students/families.
- Maintain and monitor the school website, social media platforms, and effective communications plans.
- Work on community relations by speaking to faculty, staff, parent, and professional groups, publicizing CCA's marketing plan and progress.
- Work with community church and education programs/events to assist community members and promote the ministry of CCA (CBC).

Admissions

- Assist the Registrar and Business Manager to establish marketing plans for recruiting families.
- Create procedures to attract families to enroll their children at CCA.
- Create a communications plan that establishes CCA as a caring community, biblically centered, church related, bringing international awareness and the values of a supportive and academically excellent environment for students, parents, faculty/staff and visitors.
- Assist the admissions coordinator with lead follow-up via phone and/or email to nurture leads and gauge lead quality.