



Position: Creative Marketing and Communications Specialist

Position Overview

The Creative Marketing and Communications Specialist (CMMS) directs the workflow of marketing, communications, advertising, and public relations. The CMMS will create, use, and manage graphic design, digital and print advertising, digital presence, copywriting, and videography, to effectively tell the SCS story. A successful candidate will be a team-oriented, data-informed, creative communicator.

General Qualifications

- A born-again believer living consistent with SCS statements of Faith and Christian Lifestyle.
- Minimum Bachelor's degree in marketing, communications, or a closely related field.
- Minimum five years' experience in marketing, communications, media, or public relations.
- Exceptional interpersonal and communication skills, both oral and written.
- Ability to navigate high volume of internal and external marketing/communications projects.
- Driven by collaboration.
- Ability to receive helpful feedback and implement it in internal and external communication efforts.
- Self-motivated and creative with strong critical thinking and problem-solving skills.
- Requires a thorough knowledge of Adobe Creative Suite.
- A thorough knowledge of SEO, digital marketing, and video production is a plus.

Overall Responsibilities

- Work closely with the Superintendent, the Director of Advancement, and the Director of Enrollment Management on the development and implementation of the school's marketing and communications plan.
- Develop and implement lead generation strategies that promote interest in the school.
- Manage website, social media, and online presence of SCS.
- Work with vendors, agencies, and service providers in the creation and implementation of promotion strategies.
- Serve as an in-house graphic designer and copywriter.

Marketing and Communications

- **Internal and External Marketing**
 - Develop and implement an internal marketing strategy to reinforce the school's core brand messages.
 - Develop and implement an external marketing effort that will generate increased awareness for the school within all of its target constituencies including parents, faculty and staff, grandparents, alumni, and friends within the community.

- Manage project requests and workflow to ensure business strategies are successfully carried out and accountability standards are consistently upheld.
- **Web-Based Marketing**
 - Provide oversight and leadership for the school's website by regularly updating the content, news, and videos.
 - Utilize web-based marketing strategies to increase the school's online presence, including the effective use of SEO and digital advertising.
- **Social Media Marketing**
 - Curate, create, and maintain content schedule for all social media channels
 - Oversee department social media channels
 - Maintain brand identity, standards, and consistency in story telling across all school related social media channels.
- **Southside Christian School's Brand**
 - Provide leadership to the school community for the Southside Christian School brand by enforcing brand standards as well as reviewing and approving all collateral and web-based communications.
- **Metric Analysis**
 - Conduct ongoing, detail-oriented metric analysis to determine which messages and mediums best communicate all that SCS has to offer.
- **Storytelling**
 - Tell the Southside Christian School story through effective writing and speaking.
 - Provide leadership for the school's team in crafting SCS's stories and communicating them through its various outlets.

Graphic Design

- Provide oversight to all school publications (print and digital).
- Produce marketing materials for special events, departments, and the enrollment cycle.
- Serve as an in-house designer for the entirety of SCS.
- Coordinate print publications with local printer.

Public/Community Relations

- **Media Relations**—Develop relationships with, and provide press releases to the media.
- **Community Relations**— Develop and implement a plan for Southside Christian School's presence at events and sponsorships in the community.

Other Responsibilities

- Coordinate and maintain portfolio of school images for use in promotions.
- Weekly email newsletter to families, monthly e-newsletter to broader constituents.
- Create content and maintain digital screens on campus.
- Various graphic design needs for schools and departments at SCS.

Physical Demands

- The employee is frequently required to sit for long periods of time.
- Some lifting is required. This would require the ability to lift files, open filing cabinets, and bend or stand on a stool as necessary.
- Participation in events requiring standing, setting up and moving supplies, displays is required.

Position Type and Expected Hours of Work

- This is a full-time, exempt position.
- Days and hours of work are Monday through Friday, 7:30 a.m. to 4:30 p.m.
- Occasional evening and weekend work may be required as job duties demand.