

Director of Marketing and Communications Job Description

Job Title: Director of Marketing and Communications
Reports To: Head of School

Position Overview

To serve Lexington Christian Academy by providing leadership for the development and implementation of results-driven marketing and communications plan.

Essential Responsibilities

The essential responsibilities of the Director of Marketing and Communications include the following areas:

Overall

- The Director of Marketing and Communications works closely with the Head of School, Director of Admissions and administrative team on the development and implementation of the school's marketing and communications plan. The position will focus on lead generation, storytelling, brand awareness, communications and internal marketing.

Marketing

- **Marketing Plan**—Develop and implement a comprehensive marketing plan for the school.
- **Internal Marketing**—Develop and implement an internal marketing strategy to reinforce the school's core brand messages and customer satisfaction to the parent community.
- **Word-of-Mouth Marketing**—Develop and implement an effective word-of-mouth marketing strategy that will create internal and external buzz for the school.
- **Web-Based Marketing**—Provide oversight and leadership to the school's website by regularly updating the content, news and videos. In addition, utilize web-based marketing strategies to increase the online presence for the school including the effective use of social media sites and search engine optimization for the website.
- **External Marketing**—Develop and implement an external marketing effort that will generate increased awareness for the school within all of its target constituencies including parents, faculty/staff, grandparents, alumni, donors and friends, as well as within the community.
- **Events**—Provide event marketing for admissions, retention and marketing including open houses, re-enrollment, etc.
- **Lexington Christian Academy Brand**—Provide leadership to the school community for the Lexington Christian Academy's brand by enforcing brand standards as well as reviewing and approving all collateral and web-based communications.

Communications

- **Internal Communications**—Provide a consistent, timely and compelling flow of internal marketing communications to the current parents through the use of mailings, the school's website, Facebook, email newsletter and other strategies.
- **External Communications**—Provide a regular flow of external marketing communications to all constituent groups through the use of mailings, the school's website, Facebook and other social media sites, email newsletter and other strategies.
- **Story Telling**—Tell the Lexington Christian Academy story through effective writing and speaking. The director will provide leadership for the school's team in crafting these stories and communicating them throughout its various outlets.

Public/Community Relations

- **Media Relations**—Develop relationships with and provide press releases to the media to provide newsworthy stories that will tell the Lexington Christian Academy story to the community.
- **Public Relations**—The director will be the main spokesperson, along with the Head of School, for Lexington Christian Academy in all communications to the public.
- **Community Relations**—The director will develop and implement a plan for Lexington Christian Academy's presence at events and sponsorships in the community.

Essential Skills

- **Goal Oriented** – The director must have the ability to set goals and be motivated to reach them.
- **Results Driven** – Enrollment and Development are all about results and the director must be driven to achieve the results that will make the difference at Lexington Christian Academy in these areas.
- **Strong Communicator and Promoter** – The director should effectively communicate and promote the school to prospective parents, current parents, community contacts and more. Strong communication skills are essential for the successful director and should include both written and verbal abilities.
- **Story Teller** – The director must be able to tell the story of the school in effective, creative and innovative ways.
- **Initiative** – The director must take the initiative to make things happen and get things accomplished; the director will provide leadership to the implementation of an aggressive marketing and communication's strategy.
- **Personable** – The director should be very personable and easy to talk to since this individual will be the first point of contact for many at the school.
- **Sales Skills** – The director must have the ability to sell the school. This requires that the individual is professional, poised and polished in her/his abilities.
- **Web and Social Media** – The director should have knowledge of and experience using web-based marketing strategies and should seek to effectively implement these strategies.
- **Passion** – The director must be passionate for independent Christian school education and Lexington Christian Academy.

QUALIFICATIONS : Applicant should be a self-starter with the ability to manage multiple responsibilities. Applicants must be well-organized, detail-oriented, and possess a positive, "can do" spirit. Strong communication skills are necessary and a Bachelor's degree is required.

Recognizing that LCA is strongly committed to historic Christianity, the Director we seek must be committed to the Academy's Statement of Faith, Standards for Christian Living, building up the body of Christ and helping to accomplish the Academy's mission.

ENVIRONMENT : Lexington Christian Academy is a grade 6-12, independent college preparatory school that exists to educate young men and women in the arts and sciences in the context of the gospel of Jesus Christ by developing intellectual ability, nurturing spiritual and moral growth, encouraging creativity, and instilling a desire to serve God and others.

Target Hire Date: September 2018

SALARY & BENEFITS : This is a full-time, 12-month position. Salary is negotiable, commensurate with experience and/or qualifications.

APPLICATION PROCEDURE: Electronically submit a resume, cover letter, 2 professional references and brief answers to the following questions to: Lexington Christian Academy e-mail: employment@lca.edu

- Describe your view of Christian education and your commitment to it.
- What motivates you to work in a Christian school?