

# Clarksville Christian School

## PR & Marketing Director Job Description 2018-2019

### **Title: PR & Marketing Director**

### **Reports to: President**

**Overview:** The PR & Marketing Director is responsible for promoting the organization with our internal audience, in the local community, and also as needed within our network of donors, churches, alumni and other supporters. The PR & Marketing Director is also responsible for planning and organizing events on campus to promote school unity. Maintain Social media sites and other communication platforms including the CCS website. This is a full-time position that requires day, evening and weekend availability and will require traveling to local and regional school, business and community events.

#### ***Leadership***

1. Serve as the communication channel (liaison) between students, parents and the community.
2. Organize and develop a marketing strategy for the organization
3. Plan and carry out events on campus to promote pride in the school and create awareness for prospects
4. Develop, manage, and adhere to the PR/Marketing department budget, including accurate forecasting of needs
5. Perform other duties as assigned by the President
6. Attend leadership team meetings
7. Attend conventions, meetings, and conferences, as necessary, to maintain knowledge of existing and new admissions and recruiting policies, practices, and procedures

#### ***Marketing and PR***

1. Works with Admission Director and other key administrators to develop marketing, recruitment and other promotional materials for the organization.
2. Coordinates media and other public relations activities. Responsible for the publication of newsletters, advertisements, and press releases.
3. Responsible for the publication of CCS newsletter (monthly) and the daily/weekly announcement communications for the school.
4. Assists in the management the school's Social Media - Facebook, Twitter, YouTube, etc. and ensures regular weekly posts and activity.
5. Serves as Webmaster for the school's website and ensures that information on the site is both current and accurate.
6. Actively develops and strengthens relationships with corporations, church groups, community organizations and professional organizations in order to increase visibility of the school within the school's recruiting radius.
7. Manages all advertising efforts for the Organization in internet, print media, radio and TV.
8. Responsible for ensuring clubs and teams adhere to the Organization's Style Guide.

#### ***Events***

1. Coordinates with the Admission Director to determine school involvement in educational fairs, job fairs, community events, and sponsorships of local and community events.
2. Coordinates with the Admissions Director to plan Admissions events such as Open Houses, Shadow Days, and other events for prospective students and their families.
2. Helps plan and conduct events on campus that would draw potential students (art festivals, business group meetings, Lunch & Learns, professional development).
3. Provides decorations and refreshments for events on campus.
4. Publicizes events to the community through social media, e-blasts, and print material.
5. Plans and organizes school events such as Grandparents Day, Veterans Day, Graduation Reception, Graduation, etc.
6. Coordinates with the President's office to plan all major fundraising events (Dinners, Golf Scramble, Sporting Clay Tournament, etc.)
7. Coordinate with the Food & Beverage Manager to order refreshments for school wide events.

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**Knowledge, Skills, & Abilities:** This individual needs high energy and drive, excellent communication and listening skills, organizational skills, and an ability to plan strategically. He/she should also demonstrate the ability to formulate and execute best practices and be efficient in the use of technology. This individual should be familiar with all aspects of the organization and be prepared to speak knowledgeably to our internal audience, guests and members the community.

**Qualifications:** The Ideal candidate would have a working knowledge of marketing/PR in a private Christian School. Experience working in a Christian School and with collaborative decision making processes is preferred.

1. Ability to speak fluently about Christian education in various contexts
2. Comfort in speaking to small and large groups
3. Ability to take initiative and work independently
4. Excellent computer skills including database and spreadsheets (MAC and PC systems)
5. Experience with Adobe Creative Cloud Products and Wordpress
6. Ability to manage multiple Social Media Sites
7. Strong Project Management skills and time management skills
5. Ability to work well with others and with volunteers
6. Ability to delegate and supervise tasks
7. Friendly, warm, courteous, good listening skills
8. Basic Photography skills