



GREATER ATLANTA CHRISTIAN SCHOOL

Position Director of Communications and Marketing

Available Immediately

Will Report to VP of Advancement

GENERAL DESCRIPTION

This twelve-month position reports directly to the VP of Advancement. The Director of Marketing and Communications serves as the institution's chief marketing officer and will be responsible for the strategic direction of the school's communications and marketing efforts. The essential job responsibilities include, but are not limited to:

- In living out our mission, Greater Atlanta Christian School (GAC) faculty and staff are expected to actively demonstrate their desire for Christ-like relationships by engaging in full campus life and ministry with their colleagues, parents and students.
- Lead and prioritize the school's integrated marketing efforts, including developing and implementing evolving digital and print marketing, communications, and social media plans; overseeing market research; producing print and electronic publications; analyzing and assessing the effectiveness of the program; streamlining the look of communications across all division and departments of the school; and additional duties as required.
- Develop and implement a strategic marketing plan to address admission goals as well as supporting the goals of external revenue sources for GAC such as summer camp and enrichment opportunities.
- Manage the school's market position and identity effective messaging and enforcement of graphic standards and branding guidelines.
- Coordinate the design and management of the school's website and social media presence to ensure consistency and up-to-date information.
- Coordinate, write, edit, and manage creative direction of content for the school including website, print and digital media to promote the school's mission and program.
- Oversee the design and production of all major school publications including the magazine, handbooks, admissions materials, campaign materials, event invitations and programs etc.
- Serve as resource for faculty and staff regarding best practices for grammar, style, brand identity, social media presence, and other online communications.
- Hire, coordinate and manage outside resources, as needed for marketing strategy such as photographers, videographers, and other media services.
- Ability to utilize technology tools for project management, content management, email communication etc. including a willingness to learn new evolving tools.
- Support the communications needs of the Head of School and the School Leadership Team including school level principals (may include speech/letter writing).
- Work collaboratively with the Head of School, VP of Advancement, Director of Admission, Advancement officers, and other school leaders to foster strategic, targeted communications in order to build and expand relationships with constituencies that contribute to the school's success: students, faculty, parents, alumni, alumni/ae parents, prospective students and their parents, the media and the wider community.
- Collaborate with the Community Relations Manager, who currently serves as media contact for the school, to determine media buying and implementation/creation of advertising strategy including appropriate content for and opportunities for outreach (includes the strategic direction, creation and writing of press releases).
- Support the Head of School and VP of Advancement on crisis management as a member of the Crisis Management team.
- Develop and monitor the department's annual budget.
- Lead a team of communications professionals responsible for executing approved strategy and vision; coach and encourage professional development of department staff and continually assess effectiveness of current practices and evaluate the continual evolution of new trends.

REQUIREMENTS

Core-Specific Requirements:

- ***Christ-like reflection of faith:*** Demonstrated ability to show active and maturing reflection of Christ to co-workers and others through involvement in church and employer organization as well as role model Christian values in words and actions.
- ***Passion for the school's mission*:*** Demonstrated ability to achieve goal-oriented results to meet rigorous performance standards in prior positions or relevant experiences; inspire passion in others for an organization's mission.
- ***Collaborative:*** Demonstrated ability to effectively and proactively work jointly with colleagues, parents (if previously employed by a school) and community in the pursuit of a common goal.
- ***Innovative:*** Demonstrated ability to utilize new strategies, resources and tools as well as to adapt quickly and willingly to changing organizational needs and technologies.
- ***Exceptional service:*** History of professional excellence through diligence, organization, and communication skills.
- ***Ambassadorship:*** Demonstrated ability to proactively cultivate and fulfill opportunities that inspire passion in others for an organization's mission;
- ***Pursuit of professional growth:*** History of commitment to life-long learning through active professional growth and/or graduate studies.
- Successful background check, reference check, and drug/alcohol clearance.

Role-Specific Requirements:

- Bachelor's degree required, advanced degree preferred, and experience working with building new leadership teams is a plus.
- Minimum of ten years of relevant experience in communications, marketing or institutional advancement preferably in an educational institution or non-profit organization.
- Self-starter with an optimistic outlook who demonstrates initiative, decisiveness, and flexibility.
- Strong collaboration skills with the ability to develop relationships, build consensus and compromise when necessary.
- Innovative, results-driven strategic thinker that remains calm under pressure and effectively manages change.
- Self-confident, persevering team player with a desire to be a continual learner.
- Proven interpersonal skills, as well as familiarity with principles of integrated marketing and communications, are essential.
- Exceptional oral and written communications skills; impeccable editorial and proofreading skills and an eye for publication design.
- Experience with developing and implementing a broad digital and social media strategy.
- Experience facilitating a Content Management System required; experience managing a website re-design a plus.
- Proven people leadership skills.

SALARY/ BENEFITS

GAC offers competitive salaries. Our salary scale is commensurate with years of experience and level of degree. This is a full-time, twelve-month position.

HOW TO APPLY:

Applicants should submit a cover letter of interest and current resume **online** by clicking on this [Human Resources](#) link and then click on "Search Jobs" in the upper right corner.

If an applicant has absolutely no access to a computer to submit their resume online, then alternatively an applicant may submit their resume via:

Mail: GACS, Human Resources Director, 1575 Indian Trail Road, Norcross, Georgia 30093

* *The mission of Greater Atlanta Christian School is to help each student grow as Jesus did, in wisdom, in stature and in favor with God and man. Greater Atlanta Christian School is an equal opportunity employer. As allowed by federal law, Greater Atlanta Christian School seeks applicants who are in concert with and will support its mission.*