



**St. Paul
Christian**
ACADEMY

Position: Marketing and Communications Director

Full Time; 12 month position - Responsible for shaping and coordinating a consistent school message aligned with the mission of St. Paul Christian Academy for the school community, alumni, media and general public. Raise the profile of the school as Nashville's leader in elementary school Christian education and provide information required to measure constituency opinions and identify anticipated future needs with the goal of maintaining capacity enrollment of qualified, mission-appropriate students. Direct and supervise the work of the Communications Specialist.

Reports to: Head of School

Work Hours: 7:30-3:30 Monday through Friday; year round. Hours will vary based on event needs.

Essential Duties and Responsibilities

- Serve as a member of the Advancement Team.
- Partner with Director of Enrollment Management and Director of Development to develop and implement an annual strategic marketing/communication plan/calendar focused on recruitment, re-recruitment and community awareness.
- Establish and provide leadership to the Social Media and Branding Parent Advisory Committees by engaging the network of current families, grandparents and alumni to assist in the school's marketing initiatives.
- In conjunction with the Director of Enrollment Management and Director of Development, create and present the annual marketing/communications itemized budget to the Head of School for approval. Provide periodic budget updates as scheduled.

- Produce and/or oversee the production of all print and visual media including school publications (Annual Report, etc.), brochures, banners, admission materials, handbooks, signage, newsletters (Weekly Academy News, etc.) including material used, copy/content and production schedule to support strategic marketing/communication plan.
- Produce and/or oversee the procurement of graphic designs for school communications
- Oversee the management and updating of St. Paul's website, student management system and social media for relevancy, accuracy and timeliness.
- Manage search engine optimization (SEO) of school website and other on-line presence
- Direct the collection of quality photographs and/or using computer-aided design, to accompany print articles or for posting on the school's website and social media outlets. Direct the maintenance of a digital database of photos for school use.
- Oversee the production of an annual school marketing video.
- Ensure that information on all school bulletin boards presents a targeted message and remains current.
- Manage media relations, including writing press releases and cultivating relations with local media for the purpose of covering and distributing news and events that highlight St. Paul programs and value to the Nashville community.
- Write copy for local newsletters, papers and other publications (The Tennessean, community newspapers, etc.)
- Develop, maintain and share school-wide talking points. Provide final editing of all school-wide communications.
- Assist head of school in development of school-wide communications
- Assure fidelity of St. Paul brand in all replications and develop a new school style guide.
- Coordinate all school-wide communication including but not limited to maintaining a communication calendar.
- Represent St. Paul Christian Academy at various community gatherings and conferences. Work cooperatively with other advancement team members for event planning and implementation.
- Other duties as assigned.

Requirements

- Professes a saving faith in Jesus Christ as Lord and Savior and accepts the authority of scriptures as a guide for faith and living
- Degree in Journalism, Graphic Arts, Public Relations, Marketing, English or Communications
- Minimum of three years of successful, proven experience in marketing and communication preferable at an independent/Christian school or other non-profit organization.
- Excellent written and verbal communications skills
- Outstanding interpersonal skills
- Self directed, energetic and proactive

- Ability to handle multiple projects simultaneously and prioritize effectively
- Detail-oriented
- Proficient in organization and administrative abilities
- High proficiency with technological productivity tools including email, calendar and MS Office, Digital Imaging, Illustrator, Adobe Reader In Design, Photo Shop (Adobe Suite) and social media
- Creative, flexible and energetic colleague sensitive to the mission-driven history of the school
- Experience with media buying preferable.

To apply, please forward a brief letter of introduction, salary requirements, resume and statement of faith to Kristen Jones at kjones@stpaulchristian.org.