



### **Faith Christian School**

Faith Christian School (FCS) is an independent, non-denominational Christian school in Yuba City, California. Established in 1975, the school is housed on two campuses and serves 300-400 kindergarten through 12th grade students and their families

### **Vision**

Raising Christian World Changers

### **Mission**

Our mission is to provide a quality education that reinforces the Christian training of home and church by providing a Christ-centered, Bible-based education that inspires each student to know God through a personal relationship with Jesus Christ and to pursue excellence in moral character, academic achievement, physical, emotional, and social development, and service to others.

### **JOB DESCRIPTION**

**Post title:** Marketing and Communications Manager

**Accountable to:** Director of Office of Advancement or Superintendent

**Location:** Yuba City, CA

**FT/PT:** Part-time

**Hours per week:** 25-30 hours per week (may vary with fundraising schedule)

**Salary:** TBD

**Conditions of employment:** At-will, with 12-month probationary period

### **General description**

Goal: Tell the FCS story in person, print, digitally and online to inform and connect with our FCS family and community; support the Admissions Office in attracting new students and retaining current students; support the Advancement Office in donor relations and fundraisers

As an integral team member of the Office of Advancement, the Marketing and Communications Manager is responsible for the planned creation, design, and production of all digital and print marketing and communication materials to support school enrollment, family participation and donor outreach. Primarily, the Marketing and Communications Manager will work to ensure efficiency and timeliness in processing creative marketing and communications strategies, plans and approaches to help market and position FCS to attract partners for a variety of audiences. This position plays a key role in maintaining social media profiles and quality content on behalf of and in support of the mission for Faith Christian School. Additional responsibilities include managing graphic design and content for brochure and flyer communications, and other clerical duties as needed. This position works closely with Administrators, Teaching and Clerical staff and Office of Advancement team members.

### **Duties and Responsibilities**

- Strategic planning and implementation of marketing approaches to spread awareness of FCS and spur “calls to action” such as scheduling an ESC, calling, visiting, sharing, etc.
  - Working within the K-12 school calendar and enrollment timeline
  - Staying within budgeted amounts as set by the school board
- Support the ongoing communications of each office, to ensure updates are being shared among staff and publicly as needed, (Website, App, ParentAlert, Email, Social Media)
- Oversee management of school website design, administration, and content
- Create and maintain compelling custom content for blog, news, image, video, audio, email, social updates, photography for the purpose of presenting Faith Christian School mission and vision.
- Optimize and administer social media to include Facebook, Instagram, Twitter LinkedIn, and YouTube. Develop other relevant social media outlets to support and expand FCS Digital presence
- Administer the school app and form building utilizing the Zing platform and Jotform Integration
- Create informative and interesting social media presence, email communications and print marketing materials
- Maintain master data for all campaigns and events, ensuring optimal data integrity
- Assist in the preparation and drafting of various communications on multiple forums
- Contribute to and strengthen fundraising proposals to ensure robust and creative marketing
- Acquire detailed knowledge of Facts/Renweb, Canva, Zing, Jotform and DonorPerfect, including attending training sessions and webinars (ongoing, as needed) to learn existing and newly released system functionality
- Troubleshoot problems, improve overall processes, and ensure deadlines can be met even during periods of heavy gift volume
- As workflow and time allows, assist Office of Advancement fundraising efforts with various special events as needed
- Develop monthly summary reports for School Administration and Board of Directors
- Online Application and Enrollment form building and updating in Renweb/Facts (If no Director of Admissions is in place)
- Perform other duties as assigned

### **Desired Skills**

- Understanding of how to use marketing tools and techniques to increase the visibility, profile, and reputation of Faith Christian School
- Website management experience with acute attention to detail
- Expert knowledge in the latest in digital and social media technology and channels and how to best leverage for marketing programs as part of an overall social business strategy
- Strong working knowledge of Email Campaign systems, Facebook, Twitter, YouTube, and Instagram
- Proficient in or ability to learn and use graphic design software
- Proficient in Microsoft Office programs (Outlook, Word, Excel, PowerPoint)

- Ability to and experience in measuring the impact of communications products and changing strategies as a result of the findings
- Ability to apply analytical thinking to identify issues, trends, and opportunities for communications
- Excellent project and deadline management skills
- Effective organizational and time management skills
- Highly developed communication skills
- Effective researching skills
- Highly motivated, quick-learner, self-starter

#### **Position Success Criteria**

- Think strategically, creatively, and innovatively
- Adapt quickly to changing deadlines and priorities
- Work well and with a positive attitude, and work on own initiative
- Work effectively within a team environment
- Effectively communicate to a diverse range of stakeholders
- At times, be willing to work additional hours outside of the regular working day during peak fundraising campaigns

#### **Commitment**

- Must be in agreement with the Position Statement of Faith Christian School, both in profession and practice, both publicly and privately
- Commitment to maintaining strict confidentiality

#### **Education**

- Bachelor's degree highly desired, preferably in marketing, communications, business, and/or technical areas. Will consider equivalent and relevant professional experience.