



# TIMOTHY

## CHRISTIAN SCHOOL

<b>Position Title:</b>	Marketing Coordinator
<b>Position Summary:</b>	The marketing coordinator reports directly to the Director of Advancement and is a part-time position to maximize our efforts to market Timothy Christian School through lead generation, storytelling, brand awareness and communications. The marketing coordinator will be responsible for creation of media content (written, photography and video) for website, social media and print and increasing communication with all constituent groups with a special focus on our alumni.
<b>Position Supervisor:</b>	Director of Advancement
<b>Position Responsibilities:</b>	<p>Tasks and Responsibilities:</p> <ul style="list-style-type: none"> <li>• Continually create media content, including photography, graphics, videography, and written copy for website and social media updates.</li> <li>• 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.</li> <li>• Utilize SEO for maximum web exposure.</li> <li>• Create lead generation emails.</li> <li>• Work with the Friends Ambassador Network (FAN) to maintain positive ratings on external sites.</li> <li>• Write and share stories of those in our FAN to share on our website and via social media.</li> <li>• Provide consistent, timely, and compelling flow of internal marketing communications to current parents through mailings, website, email newsletter, and social media.</li> <li>• Provide a regular flow of external marketing communications to all constituent groups using mailings, the website, email newsletter, social media and other strategies.</li> <li>• Expand alumni database.</li> <li>• Establish and maintain alumni relationships through regular communications via email and social media.</li> <li>• Assist Director of Advancement in running Alumni Career Day.</li> <li>• Establish alumni class representatives and aid them in planning class reunions.</li> <li>• Work with Director of Advancement on Alumni fundraising.</li> <li>• Meet weekly with the Director of Advancement.</li> </ul>
<b>Position Qualifications:</b>	<ul style="list-style-type: none"> <li>• Received Jesus Christ as his/her Savior and believe that the Bible is God's Word and standard for daily living.</li> <li>• Support the doctrinal position of TCS and will abide by the Standard of Conduct.</li> <li>• Be in fellowship with a local church that has a doctrinal position consistent with that of TCS and support its ministry through regular attendance and participation.</li> </ul>

	<ul style="list-style-type: none"><li>• Have the ability to work closely with a wide range of people, including administrators, co-workers, students, parents, and faculty.</li><li>• A bachelor's degree is required. Advance degree or certification in related fields is preferred.</li><li>• Have previous experience and education related to marketing and communications.</li><li>• Working knowledge of and experience with WordPress is preferred.</li><li>• Have knowledge of all social media platforms.</li><li>• Have knowledge of SEO techniques.</li><li>• Strong writing skills are required. Able to produce creative content free of errors in grammar, word usage and syntax.</li><li>• Photography and videography skills are preferred.</li><li>• Administrative skills including proficiency in Microsoft office, a pleasant phone manner, and attention to detail are essential.</li><li>• Sensitivity to the high level of confidentiality and poise and discretion in dealing with the constituent base is necessary.</li><li>• Possess a servant-hearted attitude that is flexible and resourceful.</li></ul>
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