



MARKETING DIRECTOR JOB DESCRIPTION

Job Title: Marketing Director
Position Type: Exempt, Full-time
Reports to: Head of School
Salary: \$45,000 - \$55,000 per annum, Salaried, paid monthly

Whitefield Academy is a classical Christian School for students Pre-Kindergarten – 12th grade. We are a nondenominational, private, day school accredited by the Association of Classical Christian Schools (ACCS).

Requirements

- Bachelor's degree in Marketing or experience in marketing, communications, or related field
- Working knowledge of digital campaign planning and execution, online marketing tools, and social media best practices
- Design knowledge and skills with the ability to produce creative advertising and campaign planning
- Strong copywriting skills
- Ability to use online platforms
- Experience with web development/backend processes is preferred
- Able to affirm the school's biblical, faith, and ethical standards as delineated in the school's *Statements and Affirmations on Faith and Practice*

Portrait of a Marketing Director

The Marketing Director at Whitefield Academy is responsible for executing marketing initiatives across all marketing channels including, but not limited to targeted advertising, social media, digital and online efforts, events, and sponsorships. They oversee the school's branding across all media platforms and ensures external and internal communication is professional and consistent and complies with all governing laws and regulations. The Marketing Director develops and distributes advertisements, brochures, promotional materials, digital media content, and video content that captures all aspects of the school. The Marketing Director is a passionate evangelical Christian who loves Christ, is dependable, cooperative, a team player and has a joyful disposition. They are comfortable handling multiple projects and deadlines at once with strong attention to detail and they desire to promote Whitefield Academy to increase enrollment of students in all grades.

Critical Performance Competencies

- Adhere to biblical standards in all areas of conduct
- Positively support the school's policies and practices and work collaboratively and professionally
- Truthful, positive, and purposeful when communicating with others
- Able to use strong written and oral communication skills to transfer thoughts and express ideas
- Flexible and adaptable in dealing with new, different, or changing requirements
- Maintain confidentiality and security of information
- Hold self and others accountable to accomplish results
- Effective in handling multiple concurrent tasks, with demonstrable administrative skills
- Excellent interpersonal and communication skills

Specific Duties and Responsibilities

- Consistently exhibit love, joy, peace, and spiritual maturity before students and the rest of the school
- Be a student and lover of the Bible, God's only written Word
- Create, edit, publish, and share digital media content that builds meaningful connections and encourages families to engage with us

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- Prepare content generation across all platforms. Create print, digital, social, and web content in the form of website posts, newsletters (This Week at Whitefield), brochures, social media, blogs, infographics, photos, videos, etc.
- Ensure that all brand messages are consistent both internally and externally
- Produce a wide range of compliant and creative advertising campaigns for the school's key signature events
- Plan, organize, develop, and implement marketing strategies for monthly, quarterly, and annual promotions that are in alignment with Whitefield Academy's strategic marketing plan and within the marketing budgets
- Create and maintain a marketing calendar in coordination with our events calendar
- Responsible for basic copy and content changes on Whitefield Academy's external website
- Direct website development and maintenance
- Create, order, and keep an inventory of promotional materials ready for use by Admissions
- Work with various personnel (faculty, staff, board, committees, volunteers) to market school events including the Annual Spring Fundraiser, Annual Business Meeting, Discover Whitefield days, and Parent Teacher Fellowship events
- Coordinate with Admissions Director to conduct parent/student tours as needed
- Provide marketing support to the students for the school's Shakespeare production (underwriting, program design, ads, ticket design, student t-shirt design)
- Perform research on competitors, market trends, digital trends, and social media
- Actively participate in regular Marketing Committee meetings
- Perform other job-related duties as assigned

Professionalism:

- Consistently and joyfully demonstrate excellence in work, punctuality, speech, attitude, dress, and attention to administrative duties
- Enthusiastically represent Whitefield Academy by displaying a positive attitude, high level of energy, and commitment to quality throughout all aspects of the job
- Cooperate with administration in annual evaluation
- Comply with all applicable policies in the Staff Handbook and with all administrative directives
- Cheerfully attend to assigned or volunteered collateral duties; attend school programs and events; others as prescribed by the school administration

Disclaimers

Whitefield Academy is an equal opportunity employer and is required by law to perform background checks on selected qualified candidates. All employees of Whitefield Academy must agree to carry out their responsibilities in a manner that is consistent with Whitefield Academy's Mission Statement, *Statements and Affirmations on Faith and Practice*, Staff Handbook, and conduct themselves in a manner consistent with Biblical standards.

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees and students.