

First Baptist Christian Academy

Position Description: Marketing & Development Director

General Description

The Christian Academy Marketing & Development Director assumes the responsibility for planning and executing a comprehensive strategy for marketing and development for the Academy. Areas of responsibility will include enhancing the Academy's public image, recruiting and enrollment, and fund-raising. The Marketing & Development Director will report to the Academy Principal.

Key Duties and Responsibilities

1. Assist the Principal, the administrative staff and the Academy Team in coordinating the school's public relations, publications, media announcements and releases, and other communications affecting the school's image.
2. Lead in the preparation and execution of a Strategic Marketing Plan.
3. Coordinate efforts with the Principal so that all constituent relations activities support student enlistment and retention.
4. Coordinate and conduct tours for prospective families.
5. Maintain and keep current the Academy web page. Monitor search engine results and other internet content related to the Academy to maintain a positive public image of the Academy.
6. Work with the administrative staff in planning special events, the purpose of which is cultivation and/or recognition of new students or donors or the enhancement of relations with the school's constituencies.
7. Develop positive, partnering relationships with community day care institutions, churches, Academy families, FBCO members and other groups that represent potential students for the Academy.
8. Develop and execute a fund-raising strategy for the Academy. Identify and implement opportunities for general fund raising for the overall Academy. Coordinate fund-raising efforts with the Parent-Teacher Connection to avoid conflict and maximize results.
9. Attend school functions.
10. Perform such other duties as may be assigned.

Knowledge, Skills, and Abilities

1. The Christian Academy Marketing & Development Director shall:
 - a. Acknowledge Jesus Christ as his/her personal Lord and Savior.
 - b. Depend fully on His wisdom, guidance, and strength for his/her daily activities.

2. Educational and Professional Background:
 - a. Required:
 - i. Bachelor degree in Marketing or equivalent.
 - ii. Five or more years professional experience in marketing.
 - iii. Basic understanding of web marketing.
 - b. Preferred:
 - i. Advanced degree in Marketing, Business, or related field.
 - ii. Experience in marketing and development for private schools or other non-profit institutions.
 - iii. Experience managing web sites and search engine optimization.
3. Must have the ability to deal effectively with church personnel, church members, school parents and students, and the general public.
4. Must demonstrate skills in planning, organizing, and coordinating public relations, publications, and fundraising.
5. Must be skilled in personal evangelism and is a personal soul winner. Must be willing to assume responsibility for encouraging and leading converts to follow through in believer's baptism.
6. Conduct himself/herself in a professional manner that reflects honorably on Christ and the church and exhibit Christ-like behavior in all situations.
7. Promote the Christian Academy as an extension and ministry of First Baptist Church.

Working Conditions

1. Work will take place both in an office setting within the school and in public as needed to promote the Academy.
2. This role is part-time with the expectation of 20 hours per week.
3. Work may include irregular hours to best coordinate with school activities, prospective family visits, and developing community relationships.
4. Local travel required for community relations. Occasional out of town travel may be required.

Disclaimer

This position description is not intended, and should not be construed, to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with this job. It is intended to be an accurate reflection of those key elements essential to the job.

Email your resume to: academy@firstofallon.com