



Employee Job Description

Job Title: *Marketing Coordinator*

Upon the approval of the Administrator, this is a position subject to the following parameters and compliance to the VCA Terms of Employment.

Responsible to: Administrator

Supervises: No one

Hours/Days: Variable part-time hours throughout the school year and summer (not to exceed more than 24 hours per week for 47 weeks a year); desk/office space will be available at VCA but much work is expected to be done off-campus. On-campus hours will be determined by the Administrator, with input from the MC.

Evaluation: Performance will be evaluated by the Administrator in accordance with the Board's policy, established evaluation forms, procedures, and this job description.

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I. General

The Marketing Coordinator (MC) is responsible for promoting VCA to various groups utilizing various marketing strategies and communication projects throughout the community and parent population. The MC will work closely with the Registrar and Development Coordinator. The MC should always market VCA in the best possible light.

II. Qualifications

The MC must:

- A. Have received Jesus Christ as personal Savior and Lord, be active in a Bible-believing church, lead a separated life, and display Christian maturity, as a positive example to others in personal conduct and Christian walk.
- B. Agree with Valley Christian Academy's Statement of Faith.
- C. Have experience and work hard in the areas of marketing, communications, presentation and public relations competencies.
- D. Be a highly motivated individual who is capable of working independently in a flexible environment.
- E. Demonstrate organization and accountability (through status reports, among other measures), cooperation, integrity and confidentiality.
- F. Demonstrate creativity, proficiency and accuracy at producing high-quality advertising, marketing and communications materials (internal and external), preparing presentations, and writing articles and reports.
- G. Demonstrate competency in the use of the Internet, Word, PowerPoint, other relevant computer programs and learn how to utilize the VCA webpage.
- H. Use and/or learn various forms of media, such as print, radio, video, and photography.
- I. Be able to manage special events, from planning, advertising, and preparing to follow-through and follow-up.
- J. Demonstrate ability to establish positive relationships with existing and potential feeder organizations, alumni and donors.
- K. Demonstrate credibility to prospective VCA families and earn trust of current and departing VCA families.

III. Responsibilities

The efforts of the MC falls into two categories and will include, but not be limited to, the following:

- A. Promoting the school with intent to increase enrollment.
 1. Identifying prospective target groups to be reached, such as: preschools, prospect lists, churches, new area residents, real estate agencies and current parents.

2. Serve on the Development Committee.
3. Participating in external marketing through attendance at local activities and events, such as: summer VBS, community events, MOPS and other parent groups, and internal VCA events such as, open houses, and various school events (mile run, concerts, etc.) with respect to which photographs and news articles may be developed for publication).
4. Promoting VCA through methods, such as: preparing press releases, brochures, ViewPoint articles, e-mails, flyers/posters/handouts and website maintenance, managing newspaper and magazine advertising.

B. Assisting the annual VCA fundraising Auction/event

1. Lead/organize the event through the planning, implementing and follow-up stages of the event.
2. Be the on-site contact and coordinator for the event, working with the committee.

C. Regular communication with Administration for planning, implementation, progress, evaluation.

1. A monthly written summary of efforts will be submitted to the Administrator.
2. An annual MC plan will be created in collaboration with the Administrator.
3. All written and MC materials are to be approved by the Administrator prior to the use.