

Profile for VCA's Marketing Coordinator

The Marketing Coordinator will work closely with the Administrator to successfully promote VCA in a variety of ways in order to maximize the school's exposure and develop strong relationships, which could result in community awareness, increased enrollment, and donor funding.

The purpose of this profile is to work in harmony with the Job Description to describe the skills, knowledge, and experience of the "ideal" person to fill this role. While no one begins as the ideal person, some things are necessary to start the job while other things can be learned, taught, and mentored over time to the person eager and willing to learn.

You will love this job if you ...

- Love to tell others about VCA and the ministry it has to children and families.
- Enjoy meeting new people (at churches and preschools) to help them learn more about VCA.
- Like to design, write, and communicate with others in a friendly, clear, and professional way.
- Like to plan and organize events

You'll be good at this job if you ...

- Believe in the value and importance of Christian education –
 - Must have a passion, vision, and appreciation for VCA's mission and ministry.
- Are organized –
 - Plan and implement public relations efforts, materials, and activities.
 - Effectively use technology – Internet, Word, Excel, Publisher
- Are a communicator –
 - Strong communication – written, verbal, visual, and personable skills
 - Graphic Arts capabilities preferred for design aspects of marketing materials
 - Presentation experience, meeting with people
- Are personable and enjoy people –
 - Ability to work with volunteers and colleagues
 - Strong professional yet friendly demeanor
 - A diplomatic working style – strong managerial skills and an aptitude for managing and working independently.

“...mounting up with
wings as eagles.”
Isa. 40:31

Established 1979



An ACSI Accredited school