



## Job Description: Communications & Marketing Director

### Scope of Responsibilities:

The Communications & Marketing Director manages the school's primary communication and marketing operations, including but not limited to the school's calendar, website, social media, newsletters, blogs, parent emails, and more. She/he provides highly responsible support to the head of school and serves on the Leadership Team.

### Responsibilities include but are not limited to:

#### *Marketing:*

- Working with the head of school and admissions director to develop and execute recruitment strategies to bring new families to RA seeking a classical & Christian education for their children.
- Overseeing marketing efforts and partnership with media venues.
- Managing the development of relevant content for use in marketing efforts, including videos, podcasts, blog articles, and social media posts.

#### *Communications:*

- Managing the school's communication streams:
  - Blog entries: creating designs and collecting drafts (from qualified writers); and working closely with Valet Health to post content regularly
  - Social media posts: collecting photos; creating drafts; and posting daily
  - Parent emails: collecting data and drafting content for all-school communications
  - Newsletters: designing the layout; and publishing weekly *via* RegentsNOW and trimesterly (*via* MailChimp)
  - Marketing/advertising: creating brochures/advertisements; designing Spiritwear; overseeing branding; promotional videos; and parent testimonials
  - Fundraising: capital campaign materials; BIG Serve fliers; and other fundraising literature
  - Website: Daily News; and all other regular updates
  - Other: music programs; admissions-related communications; take-home fliers about special events; uniform guide; and more
- Planning Kinder graduation
- Working with senior to create senior profiles and assist with senior slideshows.
- Serving as liaison to Jostens, the school's letter jacket company, and scheduling sizing days.
- Managing and updating the school's uniform guide.

- Overseeing the school's uniform inventory (e.g., ties; spirit shirts; P.E. uniforms) and serving as the school's liaison to French Toast and Dennis Uniform.
- Working with the director of curriculum and instruction and the upper school head to update the School Profile on an annual basis.
- Assisting with the creation of the school's yearbook.

### **Nature of the Job:**

As a member of the team for Regents Academy, the Communications Director should view his/her role at school primarily as a ministry position. He/She will be called upon to serve the community and faculty in a variety of ways that are beyond the scope of his/her individual duties and responsibilities. Modeling an attitude of servant leadership is in direct support of our effort in training students to impact their culture for Christ.

### **Knowledge, Skills, Abilities, and Qualifications:**

- Appreciation for and thorough knowledge of classical and Christian education
- Business and organizational skills
- Excellent written and oral communication skills
- Ability to relate effectively with other administrators, teachers, operations staff, parents, and students
- Skills in database management, website maintenance, word processing, and spreadsheet to support the school's operation
- Knowledge of management practices and principles
- Ability to steward the resources God has committed to the school

### **Physical Requirements and Work Environment:**

- Works in a stressful environment dealing with a wide variety of challenges, deadlines, and a varied and diverse array of contacts
- May work at a desk and computer for extended periods of time
- Be able to occasionally lift up to 30 lbs
- Work primarily in a traditional climate-controlled office environment
- Work intermittently in outside weather conditions, including extreme heat and cold
- Frequently listening to and talking with students, faculty, and other staff members

### **Essential Expectations:**

- Overtly support and act in accordance with Regents Academy's mission, values, and Statement of Faith.
- Advance the strategic plan's operational-level items at the direction of the head of school.
- Communicate in a way that is pleasing to God and consistent with biblical principles (Matthew 7, 18; James 3).
- Interact with colleagues in a mutually respectful and edifying manner that fosters a healthy faculty culture.
- Represent RA effectively to its constituents.
- Uphold professional standards of personal presentation, punctuality, professional courtesy, confidentiality, and discretion.

- Develop and evaluate direct reports; report issues to the head of school in a timely manner.
- Partner with the rest of the administrative staff to create raving fans of Regents Academy, providing exceptional customer service.
- Maintain professional credentials as appropriate.
- Comply with the policies and procedures as articulated in Regents Academy's governing documents.
- Work effectively with the head of school, board committees, and colleagues.
- Authentically engage in self-reflection and annual personal and professional growth. This includes written goals and progress towards those goals.
- Other duties as assigned by the headmaster.