



Position: Marketing and Communications Director

Full Time; 12-month position - Responsible for shaping and coordinating a consistent school message aligned with the mission of St. Paul Christian Academy for the school community, alumni, media and general public. Raise the profile of the school as Nashville's leader in elementary school Christian education, provide information required to measure constituency opinions, and identify anticipated future needs with the goal of maintaining capacity enrollment of qualified, mission-appropriate students. Direct and supervise the work of the Communications Specialist.

Reports to: Director of Advancement

Work Hours: 7:30-3:30 Monday through Friday; year-round with modified summer hours. Hours will vary based on event needs.

Essential Duties and Responsibilities

General

- Serve as a member of the Advancement Team and Administrative Team.
- Collaborate with senior administrators and all school departments.
- In consultation with the Director of Advancement and Director of Admission develop and implement an annual strategic marketing plan, communication plan, and calendar focused on recruitment, re-recruitment, development, and community awareness.
- In conjunction with the Director of Advancement and Director of Admission, create and present the annual marketing/communications itemized budget to the Director of Advancement for approval. Provide periodic budget updates as scheduled.
- Assure fidelity of St. Paul brand in all replications and refine the school style guide.

External Marketing and Communications

- Oversee the management of St. Paul's website, student management system and social media for relevancy, accuracy, and timeliness.
- Manage search engine optimization (SEO) of school website and other online presence.
- Oversee the production of an annual school marketing video.

Internal Marketing and Communications

- Coordinate all school-wide communications including but not limited to maintaining a communications calendar.
- Assist Director of Advancement and head of school in development of school-wide communications.
- Provide final editing of all school-wide communications.
- Develop, maintain, and share school-wide talking points.
- Ensure that information on all school bulletin boards, signage, etc. presents a targeted message and remains current.
- Work cooperatively with other Advancement Team members for event planning and implementation.
- Be responsive to parents as they make communications requests on behalf of the Parent Council.

Communications Specialist Supervisory Role

- Supervise the Communications Specialist.
- Oversee the production of all print and digital media including school publications (Annual Report, Quarterly magazine, etc.), brochures, banners, admission materials, advertising, handbooks, signage, newsletters (St. Paul Press, etc.) including material used, copy/content, and production schedule to support strategic marketing and communications plan.
- Oversee the procurement of graphic designs for school communications.
- Direct the collection of quality photographs. Direct the maintenance of a digital database of photos for school use.

Public Relations

- Manage media relations, including writing press releases and cultivating relations with local media for the purpose of covering and distributing news and events that highlight St. Paul programs and value to the Nashville community.
- Write copy for local newsletters, papers, and other publications (The Tennessean, community newspapers, etc.).
- Represent St. Paul Christian Academy at various community gatherings and conferences.
- Other duties as assigned.

Requirements

- Professes a saving faith in Jesus Christ as Lord and Savior and accepts the authority of scriptures as a guide for faith and living
- Bachelor's degree in Journalism, Graphic Arts, Public Relations, Marketing, English or Communications

- Minimum of three years of successful, proven experience in marketing and communication, preferably at an independent/Christian school or other non-profit organization
- Excellent written and verbal communications skills
- Outstanding interpersonal skills
- Self-directed, energetic and proactive
- Ability to handle multiple projects simultaneously and prioritize effectively
- Detail-oriented
- Proficient in organization and administrative abilities
- High proficiency with technological productivity tools including email, calendar and MS Office, Digital Imaging, Illustrator, Adobe Reader InDesign, Photoshop (Adobe Suite) and social media
- Creative, flexible and energetic colleague sensitive to the mission-driven history of the school
- Experience with media buying preferable

To apply, please forward a brief letter of introduction, salary requirements, resume and statement of faith to Kristen Jones at kjones@stpaulchristian.org.