



ALABAMA CHRISTIAN ACADEMY

Director of Marketing & Public Relations

The role of this position is to coordinate public relations and marketing efforts in furtherance of ACA's mission. This position requires significant expertise in event management, publications, and teamwork as it serves to support ACA's programs and highlight ACA's accomplishments.

Duties to be determined by experience and education will include, but are not limited to:

- **Coordinate External Marketing** - Coordinate and implement ACA's external marketing including all social media accounts, traditional print media (magazine, newspaper, etc.), and all external advertising. This includes drafting press releases and communicating effectively with media outlets.
- **Coordinate Internal Marketing** - Partner with the producers of all major events at ACA to produce internal marketing materials consistent with ACA brand guidelines and ACA's mission. This includes the creation, production, or collaboration of items such as programs, newsletters, posters, and flyers.
- **Event Management**- Serve as an event coordinator for ACA's signature events including SOAR Days, Graduation, Homecoming, Awards Day, Open House, and Grandparents' Day.
- **Research and Design** - Present research data, generates creative ideas, writes copy, quickly accomplishes graphic design work, provides layout services, and other related skills.
- **Mailings** - Facilitates all mail outs and mailed marketing materials, including maintaining up to date mailing lists.
- **Website** - Updates ACA website regularly and provides creative ideas for improvement. When necessary, collaborates with the Technology Center regarding website design issues and functionality improvements.
- **Auxiliary Functions** - Serves as a member of the Advancement team, the Alumni Association support team, provides significant support to the Athletics Department, and is frequently asked to collaborate with members of the Senior Leadership Team.
- **Budget** - Collaborate with Assoc. Head of School to build overall Marketing and Public Relations budget and long-range planning for school marketing goals.
- **Evaluation and assessment** - Provide regular reports to the Senior Leadership Team related to ACA's marketing needs, including recommendations regarding areas of growth..
- **Customer service** - Ensure an excellent customer service experience for students, parents, faculty, and staff related to signature events and other related needs.
- **Other duties as assigned.**

Key attributes of a successful candidate will include:



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- Being people-oriented and demonstrating the ability to work well with a variety of personalities.
- Possessing a positive outlook and capable of projecting a positive image of ACA and its programs.
- Being organized and able to coordinate multiple tasks simultaneously.
- Creativity.
- A demonstrated passion for ACA and Kingdom education.
- An excellent teammate for other administrators and for our faculty colleagues.
- Possessing a related degree and/or background experience in marketing, communications, and event management.

Term of position:

12 month

Reports to:

Associate Head of School

Salary:

Commensurate with education and experience