

# Marketing and Design Manager

## **JOB DESCRIPTION**

The Marketing and Design Manager will create and maintain a consistent brand for CHCS in the community across all touchpoints to increase brand awareness and support key business strategies for the school: increasing enrollment and fundraising.

### Design and Creative

- Design and maintain all brand assets and materials including all digital design assets and print materials. Certain assets are created and will need editing and updating; while others will need to be created from scratch.
- Participate in designing and redesigning digital graphics (web, social media, etc), illustrations, advertisements, brochures and many other forms of visual communication
- Analyze and plan the framework of design according to the laid out concept and established specifications of the project
- Use a strong analytical and artistic approach to solve complex issues

### Website management

- Ensure content [both visual and written] aligns with the user journey, user needs, represents the brand and is current and relevant. Specifically, write site content and design site content, and implement via Wordpress CMS
- Understand current site performance and engagement to identify opportunities for continuous improvement
- Ensure functionality is active and working properly - particularly key engagement points including click to call, request information options, videos, etc.
- Develop a process to ensure web and email inquiries are responded to and tracked

### Social media

- Build a content strategy and calendar for Facebook and Instagram
- Write and design posts
- Utilize a social media management tool to upload and manage all posts
- Respond to comments and questions as needed, engaging subject matter experts when needed

### Review management

- Run GatherUp review request and aggregation platform on a regular basis
- Execute against strategy provided by digital marketing partner
- Track and evaluate current review performance and identify opportunities for continuous improvement

### Ambassador program (current family activation)

- Work with digital marketing partner to design the ambassador program strategy and activities
- Select and manage ambassador participants

- Create all assets and materials ambassadors will need
- Track the status and progress of the program

#### Fundraising and Event support (bowl a thon, golf outing, annual fund dinner, giving tuesday)

- Organization of the details of the event
- Collateral material for the event
- Promotional/sponsor/participant gifts
- Publication and promotion of event
- Collaborate with leadership on written fundraising appeals and acknowledgements
- Collaborate with partners to create videos to support events and appeals
- Grant research and writing

#### Marketing Performance and Results

- Utilize reports provided by agency partner to understand performance and identify areas of opportunity (Google Analytics, GatherUp, etc)
- Work with agency partner to ensure that performance tracking is in place for all programs, including fundraising events so that measurement is happening across all initiatives

#### Interact with board and committees

- Present status report in monthly board meeting
- Obtain feedback and implement adjustments as needed

#### **Required**

- Bachelor's degree in design, and/or commensurate professional experience in design and marketing
- 1-2 years of digital and/or graphic design experience
- Knowledge and independent use of the Adobe Creative Suite
- Knowledge and independent use of Wordpress as a content management system
- Excellent writing skills
- Excellent oral and non-verbal communication skills
- Ability to present ideas, negotiate and problem solve
- Extremely attentive to detail

#### **Interested applicants shall submit to: [ccunningham@chapelhillchristianschool.org](mailto:ccunningham@chapelhillchristianschool.org)**

- A detailed resume and cover letter containing employment and education history with a minimum of three references.
- CHCS Application and personal testimony in relation to Jesus Christ::  
<https://www.chapelhillchristianschool.org/wp-content/uploads/Application-for-Employment-202209.pdf>