

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