



Job Description

Digital Communication Associate

Reports to: Head of School Coordinates with: Head of School, Admissions, Advancement
FLSA Status: Exempt, Full-time Department: Administration

Spiritual Qualifications

- A believer in Jesus Christ and have a lifestyle that reflects a maturity and intimacy with God.
- To carry out the mission of Cornerstone Christian Academy to equip students with skills for life and faith for eternity

Professional Qualifications

- Bachelor's degree in marketing, interactive media or graphic design is required.
- Experience overseeing projects including social media and search engine marketing.
- Advanced or intermediate skills in HTML5, CSS3, SEO, social media marketing, and email marketing are required.
- Working knowledge of typical CMS platforms and other content management systems, JavaScript, and email marketing platforms is preferred.
- A minimum of 3+ years' experience in related field.

Job Summary

The Digital Communications Associate drives and directs all online marketing initiatives for organizational brands while understanding the long-term strategic vision and direction of all interactive marketing projects; is responsible for utilizing both interactive and traditional marketing channels to achieve website optimization and digital presence goals; and serves as lead for all website and new interactive functionality.

Required Skills and Attributes

1. Communication:
 - Exhibits excellent communication skills, both written and verbal, for a variety of internal and external audiences.
 - Ability to communicate with teachers, administrators, parents and students as well as exhibit sensitivity to politics, cultural, and legal issues affecting school system operations.
2. Organization:
 - Creates and organizes marketing calendar and plan.
 - Exhibits excellent organizational and project management expertise, attentiveness to detail, and the ability to handle and prioritize multiple tasks under tight deadlines.
3. Leadership:
 - Displays leadership qualities
 - Very strong strategic, analytical, communication, negotiation, and general business skills.
4. Planning:
 - Use project management theory tools as appropriate
 - Organize time and work to enhance productivity.
 - Prioritize work according to goals.
5. Problem Solving:
 - Work proactively with other departments.

- Willing to do what it takes to accomplish team and individual goals and needs.
 - Develop a pro/con analysis assesses impact of decisions.
6. Demonstrate advanced writing and editing skills in a variety of formats including digital.
 - Understands educational concepts in a way to effectively promote engaging information.
 - Demonstrates outstanding command of English language.
 7. Maintain a professional approach to confidential information.
 8. Utilize content and syndication tools, including MS Office (Word, PowerPoint, Excel), social media, and SharePoint.
 9. High enthusiasm, creativity, and desire to work on an innovative team.
 10. Ability to function both independently and as a team member in a fast-paced environment.

Job Responsibilities

1. Work with the growth team (Admissions/Development/Advancement) to develop an overall vision and strategy for the overall digital marketing strategy:
 - Lead, develop, and deliver digital marketing plans that leverage appropriate branding and brand messages in order to reach targeted audiences
 - Manage and measure the social media strategy to ensure that data, learnings, and ROI analysis from marketing campaigns are reported and incorporated into future strategy
 - Lead digital content strategy in collaboration with Growth Team members and HOS
 - Maintain excellence in digital media and future technology market understanding and serve as an ambassador for digital within the organization.
2. Collaborate with the growth team to create content rich and user-friendly digital experience:
 - Develop SEO capabilities to ensure that sites are optimized for search engines
 - Support and maintain interactive marketing and web design graphic standards
 - Responsible for the overall and day-to-day implementation of school web strategy including overall site architecture, writing, and updating overall school-related content and managing implementation of graphic standards
 - Design graphics, video, and written content to support websites, social media accounts and interactive marketing strategies.
 - Enhance online presence through effective search engine optimization initiatives including keyword enhancement and ad placement trends. Assist in rotating and refreshing content on sites to enhance search engine rankings
 - Research new digital features, tools, and trends, and make appropriate recommendations for their use
 - Establish regular analytics mechanism for tracking use and effectiveness of sites
3. Develop social media, marketing initiatives, and strategies to enhance social audiences while aligning with general marketing plans:
 - Implement and manage social and email marketing campaigns
 - Manage and monitor website and social media analytics for trends and issues
 - Enhance and promote online school/education-related content on social media channels to support marketing strategies
 - Advocate to school leadership on use and importance of social media as a customer service/feedback mechanism as part of overall patient experience
4. Manage marketing budget as it relates to execution across all digital channels, monitor on-going expenses, process invoices, and track all digital marketing related expenses
5. Manage all third-party vendor relationships building best practices to fully utilize their capabilities