

SCVCS JOB DESCRIPTION

TITLE: Communications Manager

**LENGTH OF
AGREEMENT:**

240 days per year

QUALIFICATIONS: Minimum three years' experience working in the communications and social media field, which includes proficient website and social media management and communication skills; bachelor's degree in marketing or related field preferred; excellent written and verbal skills; able to work independently and take initiative; well-organized; collaborative; strong attention to detail; and able to work in the Columbia office and travel to school and community events as needed.

**IMMEDIATE
SUPERVISOR:**

Head of School

SALARY: Commensurate with education and experience

JOB SUMMARY: Responsible for promoting school image and enrollment through successful marketing campaigns through a wide range of day-to-day duties to include:

- Developing a near-term and three-year marketing plan in collaboration with leadership.
- Serving as primary point of contact with the contracted marketing firm on projects and campaigns.
- Developing the brand voice and identity through marketing campaigns.
- Writing, editing and publishing marketing adverts, articles and other written content.
- Monitoring key performance indicators to track the success of the marketing campaign and reporting those results to leadership.
- Identifying new or target demographics or regions for direct marketing campaigns.

RESPONSIBILITIES:

Communication & Collaboration

- Act as the primary point of contact between SCVCS and marketing vendors.
- Facilitate timely communication, approvals, and delivery of necessary assets for campaigns, projects, and marketing initiatives.
- Keep responsible parties informed of upcoming events, promotions, or activities that may require marketing support.
- Attend meetings with leadership to align goals and execution.
- Work with marketing vendors to track and evaluate all measurable conversions to determine ROI on advertising tactics.
- Serve as liaison between SCVCS and the external marketing contract personnel.

Content Review & Approval

- Review and approve print collateral, blogs, emails, and other marketing materials for accuracy.
- Ensure approvals and feedback are provided promptly to maintain project timelines.

Website Management

- Oversee and manage the website to ensure content is maintained appropriately and regularly updated.
- Recommend content and structural changes based on analysis of major system changes, user feedback, and communication best practices.

Social Media Management

- Post organic content showcasing internal and external activities in real time (ex: team events, finished projects, holidays, etc.)
- Maintain SCVCS's brand voice and community standards across all social platforms.
- Actively engage with the online community by responding to inquiries and monitoring feedback (comments, mentions, reviews).

Google Services Call Monitoring

- Regularly monitor and manage Google Services.
- Keep leadership informed of any issues or trends identified from the feedback that may require further attention or adjustments in strategy.

Photography & Content Collection

- Coordinate with the marketing services vendor on the capture of photography and video content from internal and external events.
- Proactively capture additional photography and content as needed in between scheduled sessions with contract personnel to keep visuals fresh and relevant. This would include both field work and office work. Take pictures around the school and other facilities to build an asset folder for future use.

Community Engagement

- Monitor and address online community feedback, escalating urgent issues to leadership.
- Represent SCVCS at community events in accordance with the marketing plan to build and maintain local relationships along with other networking opportunities.

Brand Voice & Representation

- Ensure all communications reflect SCVCS's voice, values, and culture to capture interest, convey key messages succinctly and grammatically correct.
- Collaborate with the team to maintain a cohesive brand image across all platforms.
- Develop, evaluate and maintain unified marketing presence and materials (including letterhead, newsletters, etc.).

Internal Communication & Event Coordination

- Communicate effectively to align goals, promotions, and team initiatives.
- Assist with event planning and coordinate grassroots marketing opportunities.

BENEFITS: Eligible for PEBA health and retirement benefits.