



## Director of Advancement and Marketing Communications

---

### Position Summary:

The **Full-Time Director of Advancement and Marketing Communications** will lead the Advancement and Marketing team to design and implement a comprehensive, results-oriented marketing and development strategy that includes branding and school identity initiatives. This position will also provide strategic direction in promoting the PCA brand and establishing clear goals both internally (to all current PCA families) and externally to prepare annual marketing and development plans for fundraisers, marketing campaigns, planned donations and special events.

### Personal Qualifications:

The qualified individual is expected to demonstrate patience, humility, integrity, and kindness while performing his or her daily duties.

In faithful living, you are expected to:

1. Be committed to a consistent, daily walk with Jesus Christ.
2. Believe that the Bible is God's word; standard for faith and daily living
3. Model biblical principles in attitude, speech and actions toward others. (Luke 6:40)
4. Demonstrate by example, the importance of Scripture study, prayer, witnessing, and unity in the Body of Christ.
5. Agree with the school's Statement of Faith and Christian philosophy of education.
6. Have the spiritual maturity and personal leadership qualities to nurture children.

### Qualifications:

- Bachelor's Degree required and a minimum of 4 years of professional marketing experience with a minimum of 2 years direct supervisory experience.
- Experience with Marketing via Social Media is preferred.
- Prior experience in utilizing various fundraising techniques.
- Must have experience in the development of fundraising and enrollment marketing programs, campaigns and activities.
- Strong interpersonal and communication skills to develop relationships with administrators, staff, parents and students.
- Excellent people skills, with experience collaborating in a multidisciplinary, diverse, and dynamic team.
- Demonstrated ability in setting priorities, proposing new ways of creating efficiencies.
- Proven effectiveness leading professionals.
- Must be flexible and a self-starter, with the ability to multitask and focus on key details.
- Confidentiality (specifically of donor records and clients served)



- Excellent web-based and Social Media computer skills is also required.

**Duties and Responsibilities:**

- Ensure PCA has an effective digital marketing strategy implemented to attract and retain students.
- Oversee Social Media Specialist position to ensure alignment of Brand messaging with social media communications.
- Establish strategic vision for Advancement and Communications, ensuring the continuity of the school's brand and logo.
- Lead fundraising efforts to ensure PCA is able to carry out its mission.
- Develop marketing and communications strategies and implementation plans that advance PCA.
- Collaborate with administrative departments (Superintendent, Academic Divisions, Athletics, Admissions, etc.) to communicate their ongoing ministry and purpose.
- Establish brand and messaging guidelines to ensure quality and consistency when implemented across all departments, activities, and school events.
- Partner with Director of Admissions, to design and implement Marketing/Communication strategies to increase student applications and manage prospective student and family interests.
- Manage the department budget to maximize the effectiveness of all PCA Marketing/Communications services.
- Oversee the work of graphic designers and print vendors in production of printed materials and web visuals.
- Lead professional development planning for department staff members to ensure excellence in program delivery, increased knowledge, and skills.
- Actively collaborate as a member of the school Administrative Team to lead and provide support for school events as requested.

**Note: School policy requires that each successful applicant be free of past serious legal infractions as determined through a criminal record check with local, state, and federal law enforcement agencies.**