

Position: Marketing and Communications Director
Classification: Part-time
Supervisor: President
Supervises: Marketing and Communications personnel
Date Reviewed: April 6, 2022

Basic Function: The Marketing and Communications Director provides oversight of all marketing efforts and public communication disseminated from the organization.

Responsibilities:

- Reflect, articulate, and promote the vision and identity of Kansas Christian College and Overland Christian Schools
- Create, implement, and measure the success of a comprehensive marketing and communications program that will enhance the institution's image and position in the marketplace and the general public
- Provide oversight of the institutional website(s), serving as the gatekeeper for content creation, creative design, and using the website as a marketing tool; communicate with the web designer(s) as applicable
- Ensure consistency of institutional branding and messaging across all media platforms through collaboration with various departments of the institution (Admissions, OCS, KCC Online, Athletics, Advancement, President's Office, etc.)
- Create and distribute press releases for the institution as necessary
- Provide management of all creative content (i.e., video, graphic design, AdWords, etc.) for public relations materials coming out of the college, writing copy when necessary and communicating with the content creators in a timely manner regarding content needs
- Ensure the regular updating and maintenance of the school's social media accounts
- Implement and manage all marketing campaigns for the institution, working with internal and external personnel as applicable
- Provide marketing, communications, and branding strategies for the launch of new programs or initiatives.
- Maintain clear oral and written communication with the Office of the President on all communication and marketing matters.

Qualifications:

- A bachelor's degree in a related field
- A service-oriented disposition
- Strong organizational skills
- Strong writing skills
- Good interpersonal and communication skills
- A strong church background
- Mature Christian committed to a life guided by biblical principles

The list of essential functions, as outlined, is intended to be representative of the tasks performed. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

Approved by: President
Reviewed by: Administrative Committee (TBD)
Replaces: Communications Director
References: None
