



Cultivating a Distinctive Generation

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<http://www.covenantonline.com>

Job Title: Marketing/Advancement Director

Covenant Christian School in Conroe, Texas is currently seeking to employ a full-time Marketing/Advancement director. This position will start in the summer (preferably in June) of 2019.

CCS is an independent, interdenominational private Christian school educating students in grades PK to 12. Founded in 1982, we are committed to the following mission statement:

“Covenant Christian School cultivates a distinctive generation that pursues the preeminence of Christ in all aspect of life and culture.”

The Marketing/Advancement Director will report to the school leadership and work collaboratively with the administration and Director of Admissions. This position will oversee all marketing, communication, and fundraising efforts to the school’s various constituencies (parents, grandparents, alumni, faculty, students and the community at large). For Marketing and Communication, the primary responsibilities include developing content for print and digital media, including newsletters, press releases, the CCS website, and social media. For fundraising, the primary responsibilities will be to assist and advise the annual fundraisers, athletic fundraising opportunities, and directly serve as a point of contact with fundraising in the event of a capital campaign.

Primary Responsibilities:

Marketing

- To plan and execute marketing and communication strategies, programs, and campaigns which enhance both the public and internal perceptions of the school. Responsibilities regarding marketing and communications include, but are not limited to:
 - Maintain annual development and marketing budget.
 - Overseeing parent communication program in order to keep families accurately and timely informed of school life and events.
 - Developing in collaboration with the Director of Admissions, a comprehensive marketing effort that raises the visibility of the school so as to generate interest that results in an increased and viable interest in parents to enroll their children in the school.
 - Creating in collaboration with the Director of Admissions, marketing materials to be used at admissions events and as part of the admissions process.
 - Capabilities of graphic design.
 - Identifying emerging marketing strategies, test effectiveness, and report results.
 - Overseeing and increasing the school’s social media presence, including active and regular use of platforms such as Facebook, Instagram, Twitter, etc.

- Monitoring the school's reputation on social media sites, informing the administration of potential or actual public relation concerns.
- Collaborating with website coordinator regarding maintaining and developing the school website(s).
- Maintaining an awareness of current trends and laws in marketing and communication protocols and to keep administration advised of current trends and laws in marketing and communication protocols.
- Educating the school community of current trends and laws related to communication, especially social media.
- Implement marketing strategies for promotional needs and events.
- Create and develop an Alumni Program.
- Other duties as assigned to promote the mission.

Advancement

- To work with committees to plan and execute fundraisers, to develop and maintain a donor database, to procure donations for the school and scholarship donations for the school, to research and apply for grants.
 - Develop and manage school's communication plan including website content, printed materials and e-communication platforms.
 - Develop and manage school's fundraising plan with the goal of a program grounded in philanthropy.
 - Plan, promote and execute donor cultivation and stewardship events and activities including writing and developing newsletters, and other communications.
 - Plan and conduct a program of donor care that encourages continued investment in the school.
 - Work with school leadership to develop funding priorities and a program of restricted/named funds that invite partnership with major donors.
 - Track and follow up on gifts and pledges from donors for the purpose of providing thank you notes, receipts and giving records to donors.
 - Create and manage campaign mailings throughout the fiscal year.
 - Develop content for print and digital media.

Qualifications and Personal Qualities

- Personable, outgoing, energetic, welcoming.
- Able to serve as strong spokesperson for the school.
- Able to work collaboratively with school and various constituent groups.
- Effective communication skills both written and verbally.
- Ability to think creatively and strategize.
- Maintain a high degree of confidentiality as it pertains to donor support.
- Bachelor's degree in related field preferred.
- 1-2 years experience in marketing/advancement or related field.