



Marketing and Communications Coordinator

Position Profile

Oakland Christian School is seeking an enthusiastic, organized, and motivated individual to join their team as the full-time Marketing Communications Coordinator. The position will coordinate the development and execution of comprehensive, multi-faceted communications strategies aimed at achieving various institutional objectives. This involves managing the website, managing the school's social media presence, distributing communications to internal and external audiences, assisting in planning in-person and virtual events, and coordinating the development of marketing assets and designs for various projects and campaigns

General Responsibilities

Marketing

- Help develop marketing campaigns for overall lead development, programs, and events
- Coordinate and/or design marketing materials for admissions, programs, and events that align with brand standards
- Design and/or procure graphics for print or web as needed
- Keep the OCS website up-to-date and coordinate the development and design of various landing pages
- Write blog posts, social media posts, articles, and marketing content
- Coordinate the production of video content for the OCS website, YouTube channel, and marketing campaigns

Communications

- Develop and distribute internal and external email communications in collaboration with OCS's leadership team and various operational units across the school
- Coordinate the creation and design of email communication campaigns
- Coordinate and publish the OCS e-newsletter
- Manage OCS's social media channels, including Facebook, Instagram, YouTube, LinkedIn, etc. on a daily basis by posting relevant, engaging content targeted at key stakeholders and reinforcing the school's brand and mission
- Maintain a social media calendar. Work with staff to edit and post timely online content on Facebook, Instagram, YouTube, LinkedIn, etc.



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Personal Characteristics and Skills of Applicant

- Excellent writing skills with an emphasis on writing for the web and social media
- Experience with social media management platforms including FaceBook, Instagram, LinkedIn, and YouTube
- Experience with design programs, such as Adobe Creative Suite, Canva, or other similar platforms
- Experience with email marketing software such as Mailchimp

Qualifications

- Ability to work collaboratively on multiple projects at once
- Ability to coordinate projects across multiple departments
- Bachelor's degree in Marketing, Business, Communications, or a related field