

## **Education Marketing Coordinator**

**Salary:** Hourly/Part-time

### **Job Description:**

The Education Marketing Coordinator will coordinate, facilitate and/or develop marketing strategies for the PK-12 schools in the Southwestern Union territory.

This role serves a broad range of individuals and will provide high level of project management, relationship management, strategic thinking and project execution. This role requires monthly reporting to be presented in person, by phone or email to the supervising VP of Education. Annual plans and objectives will be presented at the beginning of each year with monthly follow up communication.

### **Essential Job Functions:**

- Provide an audit of social media and online presence for all schools within the Southwestern Union.
- Develop action plans to assist schools in developing an online presence.
- Develop social media planning tools.
- Develop and conduct social media advertising training.
- Develop and conduct website, SEO and Search Engine advertising training.
- Develop Marketing workshops for schools, pastors and churches.
- Facilitate schools' use of Continuous School Improvement data.
- Serve as Chairperson for the Southwestern Union Education Marketing Committee.
- Develop a Marketing Digital Workbook for the schools.
- Develop shareable website content for the schools.
- Develop communication templates for emails, brochures and PowerPoint.
- Develop and conduct marketing webinars, podcasts, and blogs.
- Maintain communication and strong working relationships with Southwestern Union personnel, conference personnel, pastors and schools.

### **Position Qualifications:**

- Bachelor's Degree in Education preferred at an accredited college or university
- 3-5 years of relevant marketing experience
- Social media and website management experience required
- Strong communication skills, both written and oral
- Strong writing and editing skills
- Excellent presenter who can convey information and motivate others
- Ability to establish and maintain effective working relationships
- Must have an expressed commitment to Jesus Christ, and adhere to the teachings and mission of the Seventh-day Adventist Church, must be a Seventh-day Adventist member in good and regular standing, and must desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere.

### **Typical Physical Demands:**

Essential office tasks performed from the home office with little or no noticeable discomfort. Requires sitting, standing, bending, and reaching. May require lifting up to 30 pounds. Requires manual dexterity sufficient to operate standard office equipment such as computers, copiers, fax machines, etc. Must be able to operate an automobile and climb stairs without assistance. Requires normal range of hearing and vision. Travel is required.