

Oak Grove Lutheran School Position Description

Position Title: Marketing Coordinator/Graphic Designer

Reports to: Chief Advancement Officer

Reviewed: June 2018

SUMMARY:

This position will focus in 4 key areas including Graphic Design, Publications, Website/Online Presence, and Archival Marketing. In addition, the Marketing Coordinator will assist in developing and implementing marketing and communication strategies and related materials and media to enhance the image, prestige and reputation of the School.

All employees at Oak Grove Lutheran School impact the lives of the young people we serve. Therefore, all employees are expected to embrace the mission of Oak Grove Lutheran School and serve as role models for Christian faith development, personal interactions and respect for each other, and learning with integrity as duties are performed for the School.

ESSENTIAL DUTIES AND RESPONSIBILITIES *Other duties may be assigned.*

Graphic Design

- Create visual aspects of marketing materials, websites and other media, including infographics
- Collaborate with Advancement, Operations, Admissions and all areas within the school to create and update cohesive designs that reflect our corporate culture
- Work with a high level of creativity and a strong sense of concept development, as well as problem-solving, research and presentation abilities.
- Must be able to use Adobe Creative Cloud programs such as InDesign, PhotoShop, and some basic knowledge of Illustrator.
- Skills with MS-Office Tools including Word, Xcel, PowerPoint and Outlook

Publications

- Provides for the creation, design, and printing of all Oak Grove publications.
 - a. Creates programs, posters and invitations for School events.
 - b. Prepares Oak Grove's weekly online newsletter *The Grover Weekly*
 - c. Oversees the process for and creates the *Oak Grove Magazine. (The Acorn)*
- Provides for the creation, design, printing and merging of all mailings for Advancement, Admissions
- Design, copy, collate
- Develops an annual plan for School communications between teachers and students/parents.
 - a. Identifies a series of on-going regular communications, gathers information and distributes according to the plan.

Website/Online Presence

- Oversee update and maintaining of Oak Grove Website
- Manage all Social Media Presence for school
- Manage web marketing and presence to improve Advancement, Admissions and all school Operations
- Develops a yearly marketing campaign using a variety of media to recruit students and enhance the image of the school in the community.
- Manage Regular Constant Contact and email communications

Archival Marketing

- Retains historical chronology of the School and its events and people.

- a. Keeps files for news reports, media photos and other ways in which Oak Grove is shared through the media.
- b. Maintains display cases throughout the school to reflect the purpose of the display.

Other Areas

- Represents the School to all media contacts.
 - a. Prepares news releases, informational packets, and media kits to promote the School, its students and staff.
 - b. Assists School personnel in preparing for media contacts.
 - c. Develops and maintains contacts with local media.
- Photography/Videography – Recording special events, interviews, testimonials, and creating video shorts that capture the excitement, emotion, and shared values of Oak Grove students, families and Oak Grove community. Preferred Skills: Photography and video production using Final Cut Pro X or Adobe Premier.
- Actively involved in JET
- Develops, monitors and stays within the annual budget for communications and marketing.
- Conducting continuous analysis of competitive environment and consumer trends.
- Utilizing market and competitor research to identify and enhance competitive and strategic advantages.

Additional Responsibilities:

- Attend all major school events and Activities
- Serves as a member of the Administrative Team.
- Works cooperatively with other members of the administration and others within the School.
- Represents the School at community events in a way that reflects favorably upon the School.
- Performs any additional School related assignments for which he/she is qualified to perform through education and experience.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

- Bachelor's degree in Graphic Design, Mass Communications, Marketing, or similar field
- Excellent interpersonal skills as demonstrated through working with others.
- Excellent oral and written communication skills.
- Experience in non-profit work environments preferred.
- Knowledge of laws and regulations in serving communication and marketing functions. within a non-profit organization.

OTHER SKILLS and ABILITIES:

Must have demonstrated ability in Graphic Design, Photography, Videography, and related software. Ability to develop effective working relationships with school staff, donors, alumni and the community.

Ability to communicate clearly and concisely, both orally and in writing. Ability to perform duties with awareness of all Oak Grove policies.

Physical Demands: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions*

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is usually quiet.

EVALUATION: The Oak Grove Lutheran School Chief Advancement Officer will evaluate performance of this job annually.

Information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.