

Marketing & Communications Coordinator
Position Description
Oak Grove Lutheran School
January 2024

JOB TITLE: Marketing & Communications Coordinator
REPORTS TO: Vice President for Advancement
REVIEWED: January 2024

PREAMBLE

All employees at Oak Grove Lutheran School impact the lives of the young people. Therefore, all employees are expected to embrace the mission of Oak Grove Lutheran School, to serve as role models for Christian faith development from a Lutheran perspective, to interact with each other in a respectful manner, and to conduct themselves with integrity.

SUMMARY:

Oak Grove Lutheran School invites applications for a Marketing & Communications Coordinator.

The school opened in 1906 as the Oak Grove Lutheran Ladies Seminary, a high school for girls. Boys joined the student body in 1926. Today, Oak Grove serves approximately 720 students from preschool through grade 12 and their families on two campuses in Fargo. The historic North Campus welcomes students in grades 6 through 12. The South Campus starts the educational experience for many children, opening doors for students from preschool through grade 5.

Oak Grove has been accredited continuously since 1926 by Cognia and its predecessor agencies. The school is approved by the North Dakota Department of Public Instruction.

The governing body is the Oak Grove Lutheran School Board of Regents. The board, in turn, assigns day-to-day operational responsibility to the President. Oak Grove operates in harmony with the faith and confessions of the Evangelical Lutheran Church in America, the nation's largest Lutheran denomination.

ESSENTIAL DUTIES

The essential duties and responsibilities are reflected in the following actions:

- Designs and updates publications, programs, posters and invitations, and moves finished files into production;
- Contributes to the school's website and social media platforms with timely, accurate material;
- Contributes to the school's imagery through photographs and video;
- Assesses school signage to assure that campus information is current and visual appealing;
- Works with colleagues to maintain displays that reflect the school's mission, values, history and current activities;
- Works with colleagues on special events; and
- Performs any additional assignments that fall under the purview of Advancement.

QUALIFICATIONS and REQUIREMENTS

An individual must be able to perform each essential duty satisfactorily. Requirements listed below represent the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disability to perform the essential functions.

Required attributes:

The position requires an associate degree in marketing, communication, journalism, business, or related disciplines. A successful candidate will demonstrate excellent interpersonal skills through work with colleagues and excellent oral and written communication skills. Applicants must have experience in using computer software to create communication and marketing materials and should have experience in non-profit work environments or educational settings.

Preferred attributes:

Preference will be extended to an applicant with a bachelor's degree.

SUPERVISORY RESPONSIBILITIES

The position does not have supervisory responsibilities.

OTHER KNOWLEDGE, SKILLS and ABILITIES

Candidates must have the following knowledge, skills and abilities:

- Demonstrated experience software related to graphic design and publication, such as the Adobe Creative Suite (InDesign, Photoshop, Illustrator);
- Communication experience, both written and verbal;
- Some experience in photography and videography;
- Understanding ways to capture the excitement, emotion, and shared values of Oak Grove students, families and the OGLS community through print, graphics, photographs and video; and
- Understanding of market research that reflects trends associated with prospective students, their families, alumni and donors.

The professional hired into this position will be expected 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 listen. 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

Job performance is evaluated in accordance with Oak Grove policies and established best practices.

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

COMPENSATION and BENEFITS

Salary offer will reflect the market, experience, and Oak Grove practices. Benefits include health insurance, a 7.5% retirement plan match, optional coverages, life insurance, accidental death and dismemberment insurance, a tuition discount for dependents, lunch on campus, and free admission to most athletic events and student activities. Additionally, Oak Grove faculty, staff, and dependents receive tuition discounts at Concordia College in Moorhead.

APPLICATION PROCESS

Candidates should provide a letter of application, a current résumé or curriculum vitae, and names and contact information for five professional references to:

Nicky Bogenreif
Human Resources and Payroll Manager
Oak Grove Lutheran School
124 North Terrace
Fargo, ND 58102
nicky.bogenreif@oakgrovelutheran.com

Application material may be submitted by e-mail or through U.S. mail.

Additionally, any candidate invited to a campus interview must provide college or university transcripts prior to the interview. Transcripts may be submitted with the application material.

PREFERENCE

Preference may be extended to candidates who have relationships with Oak Grove Lutheran School.