



Director of Communications

Purpose

To help Covenant successfully pursue its mission of classical, Christian education, the Director of Communications oversees and implements Covenant's internal and external marketing and communication efforts.

Accountability

Reports to the Head of School to gain accountability, direction, and needs assessment. This position will work alongside other members of Covenant's administrative team.

Qualifications

- Is an active attendee of an evangelical, Bible-believing Church
- Able to serve as a spiritual role model and display a Christ-like attitude when implementing school policies and procedures
- Embodies a love of learning and able to convey a deep knowledge and appreciation of classical, Christian education with faculty, staff, parents, students, and vendors
- Demonstrates a high level of integrity, trustworthiness, and confidentiality
- Delight in maintaining high standards of professionalism and excellence
- Possesses excellent communication skills (written, spoken, and digital) with a high attention to detail and beautifully crafted speech
- Exceptionally organized and able to process large amount of information
- Demonstrates cooperation and flexibility in scheduling and planning to assure the goals and objectives of the school are being realized
- Demonstrates a firsthand knowledge and support of current policies, procedures, and programs of the school
- Beautifully and persuasively articulates the mission and vision of the school
- Is able to plan, organize, and execute a project, including being able to problem solve and adapt, in order to see a project through to completion

Primary Areas of Responsibility

- Marketing: Oversee all aspects of communication related to recruiting new families and employees, and to inspiring loyalty and excitement of existing school families
- Logistics: Oversee creation of annual communication and events calendar, and lead weekly meeting to clarify school logistics to staff
- Admin Team Member: As a member of the administrative team, participates in weekly strategy and planning meetings and assists in the planning and implementation of major school events

General Duties

Communications

Internal communications

- Create and maintain a communications calendar, and produce communication pieces (blog posts, stories, etc.) that inspire loyalty and delight in Covenant's education
- Ensure production of Pillar Press and any school-wide communications using Constant Contact or Facts SIS
- Produce and maintain the school events calendar
- Support production of and proofread all programs throughout the year, including back to school night, fundraising events, choir concerts, drama productions, etc.
- Gather and organize advertisements related to school events for publishing in programs and making signs as appropriate
- Direct all communications and marketing for events
- Participate in the updating of Uniform Guidelines, Handbooks, School Supply Lists, etc. yearly and keep up to date on the website
- Create and administer school-wide surveys with direction from the HOS and Deans
- Maintain the "Covenant Photos" Google Drive. Ensure that someone is assigned to take pictures at school events, and facilitate transferring those photos into the correct location in the Drive
- Create or oversee the creation of slide shows for events that require them, such as Back to School night, the Banquet, etc.

Web Site

- Maintain the school website for accuracy and timeliness (change rotators and graphics, update faculty profiles, etc.)
- Create new content such as blog posts, new faculty and staff profiles, etc.
- Create new landing pages according to events schedule

Marketing

- Work with Admissions Director and Development Director to create and implement marketing plan that will enhance Covenant's public reputation to recruit new families and promote support of Covenant's mission in the community
- Serve as chief point of contact with marketing firm or other vendors to produce marketing content for school
- Create or solicit materials to promote the school that could include: magazine style publications, tax-credit scholarship brochure, printed materials for display, etc.
- Oversee the production of promotional videos as needed
- Evaluate analytics of web traffic and other marketing efforts
- Maintain Covenant's presence on social media, to include gathering content, creating posts, and managing comment sections

Administrative Leadership

- Serve on the administrative leadership team
- Conduct weekly calendar meetings to forecast logistical needs for upcoming events
- Oversee creation of printable yearly calendar and manage the school Google calendar
- Create online registration sites in Little Green Light and Constant Contact for events that require registration (Banquet, Golf Tournament, Winter Ball, Drama, etc.)
- Liaison between administration and designated school entities (E.g., PTF, Robotics)
- Participate as an admin team member in supporting school events, including
 - *7th Grade Parent Reception*
 - *Back to School Night*
 - *Pastor Appreciation Day*
 - *Banquet*
 - *Christmas Concert*
 - *Annual Meeting*
 - *Fine Arts Reception*
 - *Grandparent's Day*
 - *Golf Tournament*
 - *Spring Concert*
 - *Senior Thesis*
 - *Graduation*
- Perform other duties as assigned (e.g., arrival duty, dismissal, front desk, etc.)