

## Job Description

**Job Title:** Assistant Director of Communications

**Department:** Communications

**Reports To:** Director of Communications

**FLSA Status:** Non-exempt

**Prepared Date:** March 8, 2022

**SUMMARY** — The Assistant Director of Communications is responsible for the implementation of communication and public relations strategy to support the mission of Central Arkansas Christian. The position aids the department in creation of collateral through printed material, social media, website, media relations, photography, videography, graphic design and internal and external communications. The position also assists the Communications Director with supporting institutional goals established by the Board of Directors and President through measuring effectiveness of communications and reporting on results.

### ESSENTIAL DUTIES & RESPONSIBILITIES

#### Create

1. Implement CAC's communications plan for all audiences.
2. Disseminate information based on department outlined objectives.
3. Examine good examples and generate ideas to increase momentum and awareness of communications activities.
4. Create content for advertisements and campaigns that bring awareness to priority CAC initiatives.
5. Assist in the development of printed material, social media content, website content, news stories, photography, videography, graphic design and internal and external communications for CAC campuses and core areas. Material includes but is not limited to: email newsletters; branding elements, including campus signage and spirit wear; website; advertisements in a variety of forms; photos; videos; news releases; and special materials for Admissions and Development.
6. Work with the Communications Director to manage CAC's website.
7. Manage email campaigns/newsletters to support various programs and events.

#### Evaluate

8. Monitor time spent on projects and coverage of and assistance to each campus to ensure the department is being proactive in telling CAC's complete story.

9. Use analytics through Google, social media, email marketing software and other tools to make strategic recommendations for content
10. Maintain email communication calendar to track launch and metrics of individual campaigns

### **Relate**

11. Foster good relationships with CAC teachers on all campuses.
12. Actively visit and spend time at elementary campuses.
13. Find opportunities to build relationships with students and families.

### **Anticipate**

14. Schedule job tasks at beginning of month and beginning of semester to prepare for events and activities on the horizon.
15. Monitor status of projects and involvement of campus partners who team members collaborate with to keep projects on schedule.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty at a fully acceptable level. The requirements listed below are representative of the knowledge, skill, ability, and other behaviors required.

### **EDUCATION and/or EXPERIENCE**

Preferred: Bachelor's degree in marketing, public relations, web design or related field, 1+ years experience managing social media and/or websites for a brand or organization or related duties.

### **KNOWLEDGE, SKILLS, ABILITIES, & OTHER**

- **Cooperation** - Openly shares information, knowledge and expertise with co-workers and cooperates with other members to achieve the workgroup's goals; puts the interest of the school ahead of accomplishing individual goals.
- **Service Orientation** - Understands the perspective and requirements of the customer, both internal and external; does what it takes to serve the customer to meet or exceed their expectations and anticipates future needs of the customer.
- **Dependability** - Consistently takes responsibility for completing work on time and follows through on commitments; acts with integrity and trustworthiness. Available for work on a consistent and timely basis with infrequent unplanned absences.
- **Confidentiality** – Understands and respects school's policy and state and federal regulations concerning the restrictions of information disclosure.
- Ability to manage digital content on small to large-scale projects
- Skill in collaborating with multiple stakeholders within an organization
- Ability to work within a content management system to post content
- Some knowledge of HTML, XML, CSS and other common coding languages

- Skill in organizing content, presentation and workflow tools including Excel and PowerPoint
- Ability to market products or services to a diverse audience
- Skill in writing, editing, communication and oral communication
- Successful at working collaboratively with teams and stakeholders through strong interpersonal skills
- Demonstrates critical thinking and solution-based thinking
- Experience with Adobe Creative Suite required (Primarily Photoshop, Illustrator, Indesign, and Premiere)
- Familiarity with email marketing platforms (Emma, etc.) preferred but not required
- Familiarity with Central Arkansas Christian Schools preferred but not required
- Familiarity with AP style preferred but not required