

Marketing Communications Coordinator - Carolina Day School, Asheville, NC

Carolina Day School (CDS) in Asheville, NC, is seeking candidates to fill the position of Marketing Communications Coordinator. This is for a full-time hire to begin on or after July 1, 2022, and the position is eligible for benefits and paid leave.

The Marketing Communications Coordinator executes internal and external initiatives for CDS under the supervision of the Director of Marketing Communications. This individual works with administrators, faculty, students, and parents in maintaining an integrated communications program that supports the School's mission and strategic plan.

Essential Duties And Responsibilities

- Oversees the administration and integrity of the school website to ensure brand consistency, relevancy, timeliness, and content; performs daily updates and maintenance as needed
- Captures CDS programs and moments (written stories and photos or video clips), and produces content for distribution to parents and the greater community via email, social media, and other channels
- Helps develop and execute social media content/campaigns on Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.
- Facilitates the production of print and digital promotional materials including brochures, flyers, signage, invitations, advertisements, letterhead, website graphics, and more
- Coordinates email marketing program, including drafting and deploying quarterly Bell Notes newsletters, bi-weekly divisional parent newsletters, training colleagues on email client use, and formatting emails as needed
- Helps prepare news releases, and serves as alternate point person for media relations under the Director of Marketing Communications.
- Posts emergency communications (i.e. school closing/delay) via email, SMS messages, social media, phone, and website
- Ensures that materials meet requirements and specifications for the medium in which they will be used, including mailing procedures
- Creates custom graphics and designs in Photoshop or Canva as needed
- Other duties as assigned by the Director of Marketing Communications

Additional Duties And Responsibilities

- Perform duties and responsibilities often of a complex, responsible, and confidential nature, requiring a high degree of knowledge, discretion, and independent judgment
- Must be able to interact with a variety of constituents in a highly professional manner and handle sensitive information with utmost confidentiality

Qualifications/Skills

- Bachelor's degree and two plus years of experience in marketing, communications, and/or public relations. Master's degree preferred.
- Non-profit and/or school experience is a plus.
- Excellent written and verbal communication skills; familiarity with Associated Press (AP) style a plus
- Experience in creating and posting social media content; familiarity with social media best practices
- Proficiency in the tools of Google Workplace (G Suite) required; Google Analytics familiarity a plus
- Experience with website content management system applications and broadcast email applications required
- Proficiency in Adobe Creative Suite products (Photoshop, InDesign, Illustrator), Canva, or similar design software
- Photography and videography skills a plus
- A collaborative, trust-based work style
- Excellent organization skills
- Ability to work under tight deadlines
- Creative thinking and problem solving skills
- Ability to manage multiple projects concurrently and independently
- Occasional availability outside of standard business hours

Americans with Disability Specifications

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 occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Work Environment:

Work environment characteristics 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. The noise level in the work environment is usually moderate.

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