

Marketing Coordinator

Hours: Part-Time (20–30 hours per week)

Reports to:

Location: Living Hope Campus (with occasional remote flexibility)

Experience Required: Bachelor's degree in Marketing OR 3+ years of marketing experience (or equivalent combination of education and experience)

Position Overview

The Marketing Coordinator will play a key role in promoting the mission, values, and programs of Valley Christian Academy. This position requires a creative, detail-oriented individual who can balance strategic planning with hands-on execution. The ideal candidate will thrive in a fast-paced environment, demonstrate strong communication skills, and be available to support events during evenings and weekends as needed.

Work Schedule

- **Onsite Office Days:** Tuesdays & Thursdays, 9:00 AM – 5:00 PM
- **Event Support:** Approximately 2–4 events per month (evenings or weekends), plus ~5 hours on Saturdays for marketing/event-related duties.
- **Flexible Hours:** Remainder of weekly hours may include remote work, depending on project needs.

Key Responsibilities

Event Marketing & Management

- Coordinate and support 2–4 school events per month, including setup, promotion, and onsite support.
- Develop event-specific marketing plans to drive attendance and engagement.
- Manage event registration, communications, and follow-up with attendees.

Digital Marketing & Communications

- Plan and execute social media strategies across multiple platforms to increase brand awareness and audience engagement.
- Create and schedule posts, manage ads, respond to inquiries, and track performance metrics.
- Maintain and update the school's website (WordPress) to ensure content is accurate, engaging, and current.
- Manage Google Ads campaigns and oversee analytics to optimize lead generation.
- Implement lead response automation for timely and professional follow-up.

Design & Branding

- Design marketing materials (flyers, brochures, digital graphics, signage, etc.) using Canva Pro and other tools.
- Ensure all marketing content is aligned with the school's branding and messaging standards.
- Oversee the creation and sale of school merchandise, maintaining inventory and promotional strategies.

Administrative & Strategic Support

- Maintain and organize marketing supplies and promotional assets.
- Assist in developing marketing campaigns that support enrollment goals and community engagement.
- Provide regular performance reports on digital campaigns, website traffic, and event outcomes.
- Collaborate with leadership and faculty to ensure marketing efforts reflect the mission and values of the school.

Desired Skills & Qualities

- Strong written and verbal communication skills.
 - Proficiency in digital marketing tools (WordPress, Canva, Google Ads, social media platforms).
 - Ability to manage multiple projects and deadlines effectively.
 - Creative eye for design and attention to detail.
 - Flexibility to work evenings and weekends as event schedules require.
 - Passion for education and alignment with the school's mission.
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Suggestions/Adjustments to Consider:

- **Clarify remote work flexibility:** If you're okay with some tasks being done remotely (like social media, ads, or design), candidates will find the role more attractive.
- **Narrow hours if possible:** Right now, 20–30 is a broad range. If you know you'll consistently need closer to 30, it may make sense to just advertise it as ~25–30.
- **Compensation transparency:** Even if you don't want to list an exact number yet, consider at least giving a range or "competitive hourly rate" to attract candidates.
- **Refine event commitment:** "Available 5 hours on Saturdays" might deter strong candidates if it feels mandatory every weekend. You could soften it by saying "typically 2–3 Saturdays per month, averaging ~5 hours."