

POSITION TITLE: Marketing and Communications Manager
REPORTS TO: Director of Enrollment
STATUS: Full-Time (40 hours/week; 12-months); Exempt
TO APPLY: Please [apply here](#)

POSITION SUMMARY

The Marketing and Communications Manager is responsible for assisting in developing and executing a comprehensive marketing and communications plan and branding guide that enhances the visibility, reputation, and enrollment growth of the school. This individual will manage internal and external communications, digital marketing, media relations, content creation, and ensure consistent messaging that reflects the school's mission, values, and community.

JOB RESPONSIBILITIES

Marketing & Brand Strategy

- In collaboration with the Director of Enrollment and Director of Development, assist in developing and implementing a Marketing Plan to support enrollment, advancement and school-wide goals.
- Promote data-driven decision making by utilizing analytics, creating dashboards and conducting market research to help develop and refine marketing strategies and campaigns.
- Assist in defining and promoting the school's brand identity across all platforms and communications; including developing a brand guide in conjunction with the Multimedia Designer.
- Research, analyze and report on market trends, demographics, best practices, and other relevant information to support enrollment growth. May also collaborate with the Multimedia Designer to create enrollment marketing materials.
- Collaborate on innovative and strategic marketing campaigns to promote the advancement of the school and highlight the school's strengths and differentiators.
- Collaborate with the Multimedia Designer to employ content marketing strategies to support projects that span multiple platforms and campaigns - including newsletter, emails, website & social media, etc.

Communications & Public Relations:

- Serve as the primary contact for all school communications, ensuring consistent and timely messaging.
- Manage online communication channels and routinely update the organization's website and social media platforms for relevance and accuracy, enhancing user experience and search engine optimization.
- Help develop internal communications strategies that promote transparency and engagement with staff, faculty, and families.
- Cultivate media relationships in alignment with leadership team.

- Collaborate with the Head of School to manage press releases, crisis communications, and public statements.
- Coordinate with school leadership to plan and execute communication strategies for major announcements and events.
- Partner with the enrollment team on prospective family campaigns.
- Actively identify and act upon opportunities to propagate content, leverage digital capabilities and innovative customer engagement strategies in execution plans that achieve goals.
- Maintain awareness of progressive marketplace 'best practice' and digital marketing trends, and contribute to a roadmap that helps foster a positive user experience and drives website traffic.
- Administer and analyze Parent Pulse and other survey campaigns to monitor community satisfaction, student engagement and effectiveness of programs.

Team Contribution & Collaboration

- Collaborate with department heads, including Enrollment, Advancement, Athletics, and Fine Arts, to align marketing efforts.
- Lead by example in building and maintaining healthy, productive working relationships; encourage a team culture that is aligned, mission-driven, and student-focused.
- Collaborate effectively across departments to integrate enrollment and marketing strategies, ensure brand integrity, and promote a unified vision.

JOB REQUIREMENTS

Spiritual Qualities:

- Vibrant Christian Faith: Candidates must possess a genuine, growing relationship with Jesus Christ as Savior and Lord, demonstrated through a solid understanding of God's Word and active involvement in a local Bible-believing church.
- Biblical Authority: Actively support the school's [Statement of Faith](#), believing the Bible to be the inspired, infallible, authoritative, and inerrant Word of God—the ultimate standard for faith and practice.
- Spiritual Maturity: Exhibit a consistent desire for spiritual growth, evidenced by prayer, Bible study, integrity of character, and bearing the fruit of the Spirit in all interactions.
- Christian Role Model: Serve as a positive Christian role model in attitude, speech, and actions toward others, including adherence to God's biblical standards for sexual conduct (Luke 6:40).
- Required Commitment: Must commit to, sign, and uphold SWCHS's [Pledge of Integrity & Biblical Morality](#), [Statement of Faith](#), [Vision & Values](#), and [Social Position Statement](#) as a condition for employment.

Education & Experience

- Bachelor's degree in Marketing or Business.
- 4+ years marketing experience; 2+ years digital with integrated media and marketing platforms focused on digital, mobile, social and traditional marketing.

Professional Qualities

- Knowledge of marketing and communications channels and platforms (i.e., print, digital, social media, etc.).
- Experience working effectively with cross-functional partners.
- Experience planning and managing larger-scale digital marketing initiatives.
- Skilled problem-solver who will meet challenges with creative and effective solutions.
- Exceptional written and verbal communication skills with the ability to communicate and inspire at all levels, including addressing opportunities and risks.
- Ability to juggle multiple projects at once, last-minute requests, and quick turnarounds with positivity.

Technical Skills

- Strong computer skills, including expertise in Google Workspace or Microsoft Office (Word, Excel, and PowerPoint).
- Experience with Web design (Finalsite), HTML, and CSS.
- Capabilities in Adobe InDesign.
- Knowledge of Google Analytics & Qualtrics.
- Experience with Photoshop, & Illustrator (preferred).

Salary & Benefits

- \$60,000 - \$75,000 average range; actual salary based on candidate's education & experience.
- Comprehensive benefits package including: Medical, Vision, Dental, Life, 401(k) plan with company match, and tuition discount.