



Job Title: Director of Marketing & Communication **Date Posted:** December 2021
Reports to: Head of School **Start Date:** January/February 2022
Work Schedule: 12-month position; 8AM-4PM daily, **Status:** Full time with benefits
following admin/staff calendar schedule

ABOUT FPD

First Presbyterian Day School (FPD) is a 3K-12th grade Christ centered, college preparatory independent school located in Macon, Georgia which exists to educate and equip children to change the world for God's glory.

ABOUT THE ROLE

Serve the students, families, FPD faculty and staff and constituents of First Presbyterian Day School and represent the Communications and Marketing Department in a manner that supports the school's mission to educate and equip children to change the world for God's glory.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manage all school Public Relations & Media Relations including writing and submission of press releases, writing of school letters/announcements, and coordination of media interviews
- Write, design, and manage school marketing materials related to enrollment goals including traditional and digital marketing materials, lead nurturing campaigns, and admission department collateral
- Write, design, and manage communication related to advancement goals including Row the Boat Annual Fund collateral, event invitations, and other materials as needed
- Assist Athletics Department, Fine Arts Department, and Center for Discovery with Marketing & Communication needs
- Write, design, and manage internal school communication to families & team FPD including weekly e-newsletter, digital billboards, internal flyers and posters
- Write, design, and edit school's semi-annual magazine inclusive of Annual Report
- Oversee school signage and branding including production, design, and installation oversight of campus branding using sign vendors and internal staff
- Direct Production of Videos using internal team and external vendors
- Oversee internal team in the coordination of social media posts
- Maintain and Update FPD School Website content including forms, calendar events, news releases, etc.
- Plan annual FPD Christmas Tree Lighting Festival & other marketing events
- Oversee community involvement opportunities including partnerships and event sponsorships to promote brand in the community

REQUIRED QUALIFICATIONS

- At least 5 years of marketing experience, preferably in an education setting
- Exceptional writing skills related to press releases, announcements, and content marketing
- Experience using Adobe Illustrator, InDesign, and Photoshop
- Experience with email marketing software & website content management
- Experience working with collaborative teams to execute creative ideas that achieve communication goals
- Keen understanding of working with print and digital advertising outlets
- Experience working with vendors – publishers, ad agencies, etc.
- Budget management skills

- Experience managing website content

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. The majority of work will be performed on the school campus. The person in this role is regularly required to stand and walk for extended periods of time and may be required to lift up to 20lbs.

Visit www.fpdmacon.org/employment to apply or learn more.