LIBERTY CHRISTIAN SCHOOL

A MINISTRY OF LIBERTY CHURCH

Libertychristianschoolmd.com
Libertychurchpca.org

Title : Marketing Director

Salaried Full-Time Position Salary Range starts at $35,000 and increases based upon experience and Degree level, Eligible for benefits and LCS Tuition discounts

OVERVIEW

Liberty Christian School is a private Christian school located in Owings Mills, Baltimore County.
Founded by Liberty Church in September 1980, the school has long been a vision of the church leaders and members to serve the Baltimore and Carroll County communities. The mission of Liberty Christian School is to partner with Christian families to provide a quality Christ-centered education. The vision of Liberty Christian school is to prepare graduates spiritually and academically to impact the world for Christ.

RESPONSIBILITIES

Primary Responsibilities:

- Manage all aspects of the school website including content, SEO, photos, videos, design and ensure its effectiveness in gaining new leads, and maintain brand identity of LCS
- Utilize email marketing, promotion of premium content, automated workflows, keyword research and SEO best practices to advance enrollment
- Create marketing campaigns using paid search: Google AdWords, Facebook/Instagram Ads
- Manage, generate and post content for social media channels: Facebook, Alumni Facebook, Twitter, Google+, Pinterest, Instagram, YouTube, etc
- Develop publications (EX: Annual Report, etc), advertisements and media assets to help meet admission goals
- Work with other administrative staff to produce materials to market/advertise various school events, (auction, school case brochure, summer camp promotional material, etc)
- Gather and store all photos, videos, logos and other graphic designs used to promote LCS
- Manage marketing Budget and provide reports on marketing initiatives and effectiveness

Other Responsibilities:

- Partner with the Admissions Director to plan and execute prospective parent events
- Partner with the Admissions Director to move families through admissions funnel, helping to bring closure as a second line of defense
- Partner with the Admissions Director to provide regular admission related reports to school leadership
- Partner with the Admissions Director to evaluate the re-enrollment process on a yearly basis, maintain awareness of trends and new ideas in this area; update processes and materials as needed
- Partner with Development Director in the planning and execution of community events and retention activities
- Information Systems: Partner with IT on all related programs/systems (Website/HubSpot, FACTs Enrollment, Social Media outlets, Multiple Email accounts, Review Platforms, etc)

QUALIFICATIONS

- Bachelor's degree in Marketing or related field preferred
- Strong organizational and time management skills
- Strong verbal and written communication skills
- Strong interpersonal relationship and negotiation skills
- Strong computer skills

CHAIN OF COMMAND

Directly responsible to Head of School, Assistant Head of School