

Job Description

Position: Marketing and Communications Director

Reports to: Legacy School Administration

Position Description: The Marketing and Communications Director is responsible for planning, developing, and implementing all Legacy School/Camp Legacy marketing strategies, marketing communications, and public relations activities, both external and internal.

Primary Responsibilities:

Marketing and Communications

- Responsible for creating, implementing, and measuring the success of:
 - A comprehensive marketing, communications, and public relations program that will enhance Legacy School/Camp Legacy's image and position within the public and facilitate internal and external communications.
- Keeps social media platforms for Legacy School and Camp Legacy updated with fresh content, reflecting the daily life of the school/camp, events, etc. Platforms include Instagram, Facebook, Twitter, YouTube, LinkedIn, and Pinterest.
- Manage and execute multiple Facebook ad campaigns
- Serve as a key representative/contact to media and other external constituencies, including the yearly Best of Omaha contest.
- Oversee editorial, design, production, and distribution of all school publications.
- Coordinate the appearance and consistency of all print and electronic material such as business cards, brochures, event marketing, etc.
- Stay current on programs, positioning, and the marketing/communication of other schools/camps in the Omaha area.
- Tracks potential clients through social media, tour information, etc. Then remarkets to touring families via automated e-mail marketing.
- Oversee and be the point of contact of the school-wide parent-teacher communication platform, Class Tag.
- Set up e-mails and e-mail signatures for new staff members, including teachers and administration.
- Creates and sends a weekly newsletter to staff/parents
- Sends timely text messages to staff/parents regarding important information, dates, and events.
- Changes outdoor marquee in coordination with events & marketing and creates/distributes flyers to school staff to raise interest for upcoming events.

Website

- Update and maintain Legacy School and Camp Legacy websites, including writing and updating copy and content.
- Regularly check websites to see if any pages are out-of-date, inaccurate, or difficult to use.
- Manage SEO.
- Examine and analyze site traffic using Google Analytics.
- Maintain accurate copy on outside websites (e.g., Google My Business, Yelp, Private School Review, Niche, GreatSchools!, Activity Hero)
- Updates Legacy School virtual tour at the beginning of each school year.

Photography/Video

- Manage and oversee all photography and videography and effectivity tell the stories of Legacy School/Camp Legacy.
- Coordinates photography/video classroom opportunities with staff monthly.

Other

- Models professional and ethical standards when dealing with staff, students, families, and the community.
- Maintains effective and efficient record-keeping procedures.
- Obtain and maintain CPR/First Aid
- Reports any concerns/issues to administration in a timely manner
- Performs other duties and responsibilities as assigned by administrators. All work responsibilities are subject to having performance goals established as part of the annual staff evaluation process.

Education, Certifications, and Work-Related Experience:

- Bachelor's Degree in Marketing or Communications required
- Experience working with young children required
- Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
- Experience using interpersonal skills to communicate effectively with a wide-ranging audience, including staff, parents, media, and the community.
- Proficiency in Microsoft Office Suite and all social media platforms. Experience with Adobe Creative Cloud preferred.
- Commitment to professional development through continuous learning.
- CPR/First Aid certification required

Technical Competencies and Skills:

- Demonstrates strong analytical, written, and oral communication skills. Ability to craft messages effectively.
- A self-starter and team player who works with enthusiasm and pride as a member of the community and serves as a role model to students and staff.
- Respectful and strong customer service orientation toward staff, students, families, and the community.
- A high level of creativity, initiative, attention to detail, and strong organization skills.
- Familiarity with essential digital marketing tools and technologies
- Knowledge of current practices in writing content for websites, social media, and all other digital and printed communication.

Working Conditions:

- Physical Ability: Tasks may involve extended periods of standing and/or walking, sitting on the floor, and light lifting.
- Sensory Requirements: Some tasks require visual perception and discrimination.
- Most tasks require oral communications ability.