



PENOBSCOT CHRISTIAN SCHOOL

POSITION:	Marketing and Communications Specialist
STATUS:	Part Time Employee
PAY RATE:	Starts at \$18/hr
HOURS:	Approx. 10 hours/week up to 450 hours per year
REPORTS TO:	Head of School

ROLE OVERVIEW:

Penobscot Christian School is looking for a motivated self-starter to join our team as the Marketing and Communications Specialist. The primary purpose of this role is to champion the marketing efforts of the school, from attracting new families to the school to retaining current families. The Marketing and Communications Specialist role will implement, support, and continue to refine the marketing strategy of the school.

RESPONSIBILITIES:

- Ensure that the marketing strategy and standards are being implemented across all internal and external communications
- Design and/or oversee the design of marketing materials, including social media, email, print, and promotional clothing and accessories.
- Write and/or oversee the writing of website content, social media content, press releases, emails, and more.
- Update website as needed with new content, photos, and pages
- Engage with potential families considering enrollment, including setting up and hosting school visits, follow up, and onboarding
- Implement, refine, and create (as needed) systems to ensure the effective marketing of our school's message, internal communications, and onboarding process
- Compile and send weekly communication (Friday Notes) for enrolled families

- Create templates and systems for internal documents created by any staff member, such as forms, emails, invoices, supply lists, and more.
- Recruit and oversee volunteers to assist with various marketing projects, including social media, school-wide events, and more.
- Implement future marketing efforts, such as giving campaigns, in conjunction with the strategic marketing team and school board

RESULTS:

- Increased enrollment numbers due to the strategic marketing efforts
- Improved onboarding experience for new families
- Increased retention of families due to consistent and clear communication of our message, values, and vision.
- Increased donations and giving due to increased community awareness of the school's mission and vision
- Consistency across all marketing materials, including social media, website, print, and promotional items
- Communication that upholds the PCS vision and values and effectively communicates our story to the public as well as those involved in the school

THE IDEAL MARKETING DIRECTOR WILL HAVE:

- A belief in the mission of Penobscot Christian School
- Familiarity with (or willingness to learn about) the classical educational model
- A 'go-getter' attitude with a willingness to be creative while adhering to our overall marketing direction and strategy
- Strong writing abilities, including the ability to write representing the school's voice
- An eye for design and details (you notice if a graphic is not centered or if a word is misspelled)
- An eager desire to serve the school and see the enrollment grow and retention increase
- Positive mindset, creative, solutions-oriented, honest, and life-long learner

REQUIRED SKILLS OR EXPERIENCE:

- Excellent written and verbal communication skills (you can take complex ideas and simplify them so people understand)
- Excellent organizational skills (you love systems, spreadsheets, and templates)
- Proficiency in Canva or other design tools such as Adobe InDesign or Illustrator (you love to make things look professional and beautiful)
- Experience with Google software such as Google Docs and Google Calendar (you love setting up folders, sharing files, and you can create a shareable calendar in your sleep)
- Experience with Wordpress or willingness to learn
- Past experience working in a school or non-profit setting is ideal, but not required.
- Ability to delegate and work within a team setting is a must (you know you'll get more accomplished with others)

ABOUT PENOBSCOT CHRISTIAN SCHOOL:

[Penobscot Christian School](#) is a classical Christian school in Bangor, Maine. We help Christian families fulfill their responsibility to provide a Biblically-based, Christ-centered education characterized by academic excellence. We cultivate students who love God, discern truth, and value beauty.

Penobscot Christian has 3 distinctives: We are parent-sponsored; we follow the classical model of education; and we demonstrate a commitment to faith.

As the Marketing and Communications Specialist, you will report directly to the Head of School. In addition, there is an existing Strategic Marketing Team that has been developing the marketing strategy and will advise this role as needed.

HOW TO APPLY:

[Click here to complete the online application](#). Accepting applications until the role is filled.