
Position Description

| | |
|-------------------------|----------------------------|
| Job Title: | Director of Communications |
| Reports To: | Head of School |
| Position Status: | Full Time - Exempt |

Overview: The Communications Director reports to the Head of School and is responsible for overseeing and managing the school's overall communication strategy. This includes managing social media, developing external promotional materials, managing media relations and advertising efforts, crafting press releases, ensuring all communications align with the school's brand and goals across various platforms, acting as primary webmaster for the school's website. Videography and graphic design skills are essential.

1. Qualifications/Competencies:

SPIRITUAL AND PERSONAL

The individual's life should reflect the following:

- A clear Christian testimony
- Committed to and growing in Christ as evidenced by: accountability to a local Christian fellowship; Christian commitment in personal and professional life; maturing biblical worldview
- A mature, godly spirit and practitioner of Matthew 18 model (see Employee Handbook)
- The qualities of a servant leader
- Confidential and discerning
- Professional demeanor
- Able to speak the truth in love
- Works well with others in distinct and/or shared roles
- Accountable to authority; understands jurisdiction
- Concurs with MAVB Statement of Faith/Core Values (see Employee Handbook)
- Concurs with MAVB Statement of Marriage, Family, and Human Sexuality (see MAVB website)
- Upholds MAVB stated mission (see Employee Handbook)
- Supports MAVB Philosophy of Education (see Employee Handbook)
- Free of criminal history and illicit use of drugs

EDUCATION, COMPETENCIES, AND CHARACTERISTICS

- Visionary leader; forward thinker; self-directed; teachable spirit
- Passionate about the school's mission and vision
- 5 years of related work experience with a college or vocational degree is preferred
- Good relational, communication, and listening skills
- Punctual, organized, consistent, and responsive to requests
- Ability to empower volunteers with meaningful involvement and build a team
- Ability to plan ahead, organize, and multitask in a deadline intensive environment
- Working knowledge of MS Office products

2. Key Responsibilities:

- Monitor, manage, and maintain all social media pages.
- Develop and update the school’s website.
- Train other users on the website.
- Videography for events and special projects.
- Graphic design for promotional materials and advertising.
- Craft press releases and develop media relationships to promote the school.
- Photography for school events, athletics, and promotional materials.
- Other responsibilities as assigned by the Head of School.

3. Physical Requirements:

- Must have the physical ability to work in an office setting, meet routine deadlines, communicate well both verbally and in writing, and at times to work long hours.
- Must be able to move around the campus to effectively assist others.
- Travel may be required at times as required for this position.

4. Evaluation and Compensation:

- The Director of Communications will meet with the Head of School for accountability and to review the adherence and development of this position description.
- The Head of School will conduct an annual performance evaluation and provide a performance review to determine compensation.

I have read and received a copy of my position description. I understand that I am expected to follow my job as outlined above, and that if I have any questions concerning what is expected of me, I will speak with my immediate supervisor identified above.

Employee

Date