



## Job Description

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### Position Title: Director of Content and Marketing

#### Purpose of Position

The Director of Content and Marketing advances the mission of Des Moines Christian by curating content, creating content, and publishing the ongoing story of Des Moines Christian School and its impact in our local and global communities. This position collaborates with internal stakeholders to create and distill the most compelling stories and narratives that will drive awareness for potential families and loyalty from all of our constituent groups.

#### Position:

- Full-time, Calendar Year
- Salaried employee – 260 paid days
- Full-time Benefit Eligible

**Reports To:** Director of Advancement

**Evaluated By:** Director of Advancement

**Direct Reports:** None

#### Qualifications:

- In agreement with the Des Moines Christian School (DMCS) Statement of Faith.
- Active member/regular attendee of Bible believing church and committed to growth in their personal relationship with Jesus Christ.
- Bachelor's Degree required.
- Bachelor's in the areas of marketing, advertising, communications, journalism, or public relations preferred.
- Experience creating content preferred.
- Experience managing corporate social media sites and marketing campaigns preferred.
- Working knowledge of Microsoft Office, G-Suite, email marketing platforms, content management systems (CMS), and Adobe Creative Suite.

#### Professional Profile:

- Demonstrates commitment to the mission of DMC: *"Equipping minds, and nurturing hearts, to impact the world for Christ."*
- Characterized by integrity and maintains confidentiality.
- Utilizes critical thinking and strategic problem solving skills.
- Manifests effective verbal and written communication skills.
- Adapts communication style to suit different audiences.
- Knowledge of and appreciation of philanthropy.
- Demonstrated ability to work collaboratively with other departments and volunteers.
- Demonstrated ability to manage multiple projects and/or priorities.
- Willing to work a flexible schedule as needed to assist with events.

## **Responsibilities:**

### **Mission Awareness, Content Development, and Corporate Marketing**

- Creates mission awareness through curating content, creating content, and sharing stories.
- Leads collaboration with the Leadership Team and the Advancement Team to prepare marketing strategies.
- Develops content and marketing plans aligned with short-term goals and long-term strategic priorities.
- Designs collateral materials for school-wide events, including fundraising events.
- Collaborates with the Director of Brand and Communications to promote school wide events, including fundraising campaigns.
- Drives website traffic by creating compelling, search optimized content pages and social media interactions.
- Leads the development and production of the annual report, gathering statistics and stories from all departments.
- Creates and maintains editorial calendars.
- Engages content writers, photographers, and videographers as needed.

### **Administrative Duties**

- Ensures compliance with state and federal CAN-SPAM regulations, copyright and data regulations.
- Protects the DMC brand by developing and maintaining the DMC copywriting guide.
- Serves as advertising agency liaison.
- Administrator of social media channels.
- Administrator for DMC email marketing software. Sets communication standards and manages all distribution lists.
- Edits, proofreads and improves writers' content.
- Member of DMC Crisis Team; develops community wide communication that is distributed during and after crisis.
- Assesses the demand for new products.
- Has working knowledge of all DMC communication channels and is the primary back-up for the DMC Director of Brand and Communications.
- Assists Human Resources in recruitment of new employees.
- Oversees marketing budget.
- Engages in ongoing professional development opportunities to learn new skills or improve current skills.
- All other duties as assigned.

Revision Date: 09/2019