

## 4.3 Marketing and Communications Coordinator

### Background

The primary role of the Community Engagement Coordinator (CEC) is to tell the story of Edmonton Christian School (ECS), in God's bigger story. Building on the work that has already been done the CEC will develop and nurture relationships with stakeholders and connect the community with the transformative work done at Edmonton Christian Schools. Although the work is not overtly development or fundraising, the premise for the position is to cultivate relationships that will in turn create a culture of understanding and support for the school.

### Duties and Responsibilities

This work will be part of a larger strategic plan around engaging the community, parents and alumni, identity, branding and communication. In conjunction with said plan this will involve:

- documenting in a variety of forms (writing, artifacts, photographs, videos, recordings, interviews) stories that are evidence of God's story being lived at Edmonton Christian.
  - formational learning activity stories
  - individual student's stories and reflections
  - staff members stories and reflections
  - alumni stories and reflections
- sharing the above stories both within and outside of the organization through presentations, social media, blogging, newsletters, website, etc.

Supporting the Development Director in:

- Website look and feel
  - Updating the website
    - Providing up to date information for the community
- Developing an Alumni Association
  - Updating the alumni connections through social media
  - Specifically looking into keeping the alumni informed about Edmonton Christian Schools
- Designing materials
  - Creating materials for information for the community. These would include but are not limited to:
    - Newsletters
    - Admissions materials
    - Campaign materials
- Reporting to and thanking donors

### Skills and Abilities Required

The CEC must have a strong commitment to Christian education, and demonstrate a good understanding of pre-school to grade 12 education. The CEC must be able to work with a school governance structure, and show warm-hearted cultural sensitivity in their work with a diverse community.

The CEC role requires:

- Being a self starter
- strong written communication skills

- a comfort level with social media
- An aptitude for photography
- A basic knowledge of document design
- A related diploma in communications/graphic design would be considered helpful

### **Accountability**

The Development Director of Edmonton Christian School Society will supervise and direct this position with input from the Executive Director and from the Administration Team. The CEC will report directly to the Development Director on day to day requirements of this position and shall make regular reports to the Executive Director as requested.

Created: June 2018

Approved:

Revised:

Reviewed: April 2021

Formerly: [5.7 Community Engagement Coordinator](#)