



Santiam Christian Schools  
Marketing Coordinator/Design Specialist  
Job Description

**I. GENERAL DESCRIPTION**

Overview: The Marketing Coordinator/Design Specialist will be responsible for the design and creation of the website, marketing, advertising, and promotional materials for Santiam Christian Schools.

Contracted by: School Board upon recommendation of the Superintendent. Each contract shall be for a one-year duration.

Time Requirement: Part time (15 hours per week), Hourly

Responsible to: Director of Development (DOD)

Evaluation: Performance will be evaluated in accordance with provisions of the Board's policy on evaluation of professional personnel and this job description. Details are found in the Santiam Christian Faculty Handbook.

Type of Position: (Mark two) \_\_\_ Exempt  Nonexempt \_\_\_ Salaried  Hourly

**II. PERSONAL**

1. Pleasant personality who meets the public well
2. Ability to handle confidential materials
3. Ability to handle emergencies with emotional maturity
4. Ability to work independently
5. Physical and mental stamina
6. Must represent the school in a professional manner, both on and off campus

**II. SKILLS (MINIMUM REQUIREMENTS)**

1. Strong knowledge of graphic design software package (Adobe Creative Suites Required)
2. Publication skills
3. Strong writing and editing skills
4. Strong attention to details
5. Strong computer skills
6. Ability to establish and maintain tactful, cooperative and effective working relationships with parents, the public, and fellow employees
7. Must have a high level of organization and ability to deal with time-sensitive deadlines
8. Web design skills (WordPress)
9. Photography skills preferred

**III. EXPERIENCE**

1. Experience in graphic design
2. Experience in layout and design

#### IV. EDUCATION

1. Bachelor's degree is required, education in graphic design preferred.

#### V. RESPONSIBILITIES

##### 1. LAY-OUT, DESIGN AND BRANDING (For out-of-house printed materials)

Work with Administration and Development Team to design and create marketing collateral, keeping a consistent brand image. Responsibilities will include design, layout and coordination of print, graphic and electronic media. Branding Team guide to create a consistent image for all internal and external marketing printed materials.

##### 2. QUARTERLY NEWSLETTER - EAGLE EYE

1. Design of newsletter, layout and prepress
2. Coordinate with content providers to assure publication is completed by deadline.
3. Edit photos that are provided
4. Explore and implement ways to cut costs in printing and production.

##### 3. DEVELOPMENT AND ADMISSIONS ARTWORK AS NEEDED

1. Brochures
2. Signs
3. Advertising, including Billboards
4. Direct Mailers
5. Flyers
6. Invitations
7. Website

##### 4. ASSIST IN THE FOLLOWING AREAS:

1. Provide publicity for various special events/projects as directed by the DOD:
  - Open House
  - Admissions
  - Auction
  - Grandparents Day (Invites and Program)
  - Christmas (Invites and Program)
  - Fundraising Events
  - Harvest Carnival

##### 5. WEBSITE – WORK WITH ADMISSIONS AND DOD

1. Post marketing, fundraising and admission content updates to the website
2. Maintain consistency to style and branding guidelines
3. Website design/layout: Maintain Santiam Christian Schools brand image by keeping consistent look and feel.