



# WESLEYAN

CHRISTIAN ACADEMY & EARLY EDUCATION CENTER

1917 North Centennial Street  
High Point, North Carolina 27262  
[www.wcatrojans.org](http://www.wcatrojans.org)

**Position Title:** Director of Marketing and Communications

**Reports To:** Head of School

**FLSA Status:** Exempt

**Schedule:** 12-month

**Direct Reports:** Creative Media Specialist, Social Media Specialist

**Summary:**

The Director of Marketing and Communications will serve the mission and vision of WCA by creating and sending out school communications and publications, marketing and advertising material, and presenting the school and all it offers to the community. This position will maintain the yearly communication calendar ensuring all WCA stakeholders are informed of school happenings.

**Responsibilities for this position include, but are not limited, to:**

- Manage all aspects of the school's print communications including annual report and semi-annual newsletters, ensuring continuity of the school's brand, logo, and Christian principles. Oversee the work of graphic designers and print vendors in production of printed materials and online visual images.
- Develop marketing strategies and plans that advance Wesleyan and drive increased engagement with current and prospective families.
- Manage public relations inquiries and opportunities for Wesleyan.
- Plan for and deploy digital marketing activities that include website management, email marketing strategies, social media development, SEO/SEM, and digital content production.
- Coordinate with school principals, administrators, faculty, and key personnel to design and oversee the production of various marketing materials including brochures, newsletters, annual reports, advertisements, banners and flyers.
- Oversee team including Creative Media Specialist and Social Media Coordinator.
- Track, analyze and report on web traffic statistics and review of content effectiveness.
- Keep up-to-date with new, rapidly changing internet technologies and recommend improvements.
- Create content and maintain the school's presence on the following social media platforms: Facebook, Linked-In, Twitter and Instagram.
- Serve as a liaison between WCA website developer and school administration.

**Core Position and Specific Requirements:**

- Possess and model a growing relationship with Christ: Demonstrate ability to pursue full devotion to Christ that reflects authenticity. Embody others centered, servant leadership in all interactions.

- Commit to Wesleyan's mission and vision: Uphold and embody Wesleyan's culture as set forth in our mission statement. Accept and uphold our Statement of Faith.
- Demonstrate ability to invest in the spiritual, emotional and social matriculation of students. Engage in collaboration with other faculty and staff in order to strengthen student performance and support.
- Demonstrate a willingness to learn and utilize the latest technologies for effective learning and communication.
- Demonstrate a history of professional excellence through diligence, organization and communication skills.
- Ability to maintain confidentiality while interacting with sensitive information.

#### **Faculty Specific Requirements:**

- A minimum of a bachelor's degree is required.
- The successful candidate will possess relevant experience, with preference to candidates with prior experience.
- Graphic Design experience using tools such as the Adobe Creative Suite.
- Proficient in HTML, JavaScript, Word Press and other web technologies and standards.
- A background check along with reference check is required for this position.
- This is a full time, 12-month position.

#### **Minimum Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to remain in a stationary position for extended periods of time.
- Must be able to use repetitive arm, hand, and finger movements.
- Ability to stoop, bend, push, kneel, squat, pull, reach, stand, walk, and sit.
- Must exercise mobility to promptly move around campus.
- Ability to communicate effectively with students, staff, and parents.
- Ability to lift/carry up to 30 lbs.
- Ability to be outdoors for extended periods of time year-round.
- Must be able to travel locally, including field trips and off campus activities, as well as nationally as needed.

#### **Application Process:**

- Complete the Support Staff Application from our Career Opportunities page at <https://www.wcatrojans.org/about-us/career-opportunities/>.
- Attach a resume and any other requested documents.
- Submit any questions to [employment@wcatrojans.org](mailto:employment@wcatrojans.org).