



Marketing Designer

General Description: To support the school's marketing efforts by designing content and graphic resources. To advance the mission and vision of United Christian Academy.

Reports to: Director of Marketing and Development

Qualifications:

- Must be a born-again Christian.
- Must be a credible Christian role model whose godly lifestyle and character demonstrate obedience to God and the Holy Bible.
- Must be able to support and comply with the school's Statement of Faith and Statement of Conduct.
- Must be a member of an evangelical, Bible-believing church.
- Must have sufficient health and physical endurance to be able to complete the assigned responsibilities.
- Must be proficient in Microsoft Word, Microsoft Excel, and FACTS.
- Must be proficient in Adobe Creative Suite.
- Must be knowledgeable and skilled with DSLR cameras
- Must have good verbal and written communication skills, with proper command of the English language.
- Must be able to work well independently, manage time well, and handle multiple tasks.

Responsibilities:

- 1.1 Gather creative audio/visual content for school marketing and promotional purposes.
- 1.2 Supports school branding initiatives.
 - Manage style/branding guide for entire school community
 - Proof and/or edit all external facing content and publications
- 1.3 Design graphics for marketing projects and initiatives. Projects may include, but are not limited to:
 - In-print marketing material
 - Digital advertising content
 - Website banners and editorials
 - E-mail blasts
 - Announcement slides for school office
- 1.4 Assist with advertising campaigns to support the vision and direction of the school. Advertising efforts may include, but not limited to:
 - Postcard mailings
 - Radio spots
 - Newspaper and magazine advertisements
 - Community billboards or mall advertisements
 - Local sports arena advertising (i.e. Quakes, Ontario Reign)
 - Search engine marketing and optimization

- 1.5 Collaborate with other departments and design graphics for special projects and events. Special projects and events may include, but are not limited to:
 - Discover UC Academy Events
 - New Parent Orientation
 - Homecoming Events
 - Eagle Vision Annual Dinner
 - Grandparents Day
 - Jog-a-thon
 - Golf Tournament
 - K-12 Achievement Expo
 - Parent Volunteer Appreciation Breakfast
 - Graduation & Baccalaureate
- 1.6 Manage the school's website and update content as needed.
- 1.7 Maintain an active and robust school presence in social media.
 - Gather and create content for social media sites including photos, stories, announcements, and school accomplishments
 - Post regularly on school's Facebook, Instagram, and alumni Facebook page
- 1.8 Keep inventory of marketing material and promotional items and order more as needed.
- 1.9 Maintain an archive for all school related photos and videos
- 1.10 Produce new employee Staff Badges.
- 1.11 Complete other marketing related tasks, as assigned