

Position Title: Communications and Marketing Coordinator--Non Profit

Reports to: Head of School

Position Description: To build awareness of learning disabilities like dyslexia and promote the rights of these students in the greater Kansas City community. Play a major role in marketing Horizon Academy by collaborating with the advancement team, parents, educators, our professional referral base, community members, and local media groups.

Duties & Responsibilities:

Marketing & Communications

- Maintain strong social media presence
- Plan, manage, attend and market the LD Series & Simulations
- Produce "On the Horizon" print newsletters including the Annual Report & Fall Snapshot
- Create & send targeted monthly e-News
- Create brochure & advertise Summer School program
- Submit press releases
- Oversee, coordinate and track volunteers at school and acknowledge all volunteers in annual appreciation
- Create thank you gifts for guest speakers and volunteers
- Gather information from former parents of transitioned students annually
- Communicate effectively with donors and prospective donors
- Update website with content & photos and keep online giving page current
- Work with clothing vendor to order spirit wear
- Maintain current school brochures, rack cards, program fliers, videos and staff business cards
- Keep the school's historical documents

Fundraising / Special Events

- Plan and execute the marketing materials/communications for all fundraisers
- Act as event assistant for all fundraisers
- Coordinate with Development Director to delineate responsibilities
- Review grant applications with Development Director

Gift Processing

- Maintain complete and accurate records of gifts and contributors in Donor Connect.
- Prepare notification letters for honor/memorial gifts
- Merge and prepare weekly receipts & thank you letters

Other

- Submit a written report for Board Meetings
- Attend and present an update at weekly Advancement meetings
- Serve as a visible, knowledgeable ambassador of Horizon Academy
- Utilize networking and local resources to enhance development program by attending educational seminars on a regular basis
- Coordinate the publication of annual Yearbook
- Assist with answering phones and other office activities

- Set up rooms for meetings
- Open mail and maintain check record
- Work collaboratively with the Office Director & Development Director to meet the needs of the school.
- Other duties as assigned by the Head of School

The ideal candidate possesses:

- BA/BS Degree in Marketing, Communications and/or English or equivalent experience.
- Confident communication and presentation skills
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally
- The ability to manage multiple projects in a fast-paced, deadline-oriented environment, while ensuring daily tasks are completed. Time and project management skills are crucial as well as organizational and planning skills.
- A wide degree of creativity
- Strong knowledge and understanding of current trends in digital media/social media and use of social media platforms including Twitter, Instagram, LinkedIn and Facebook.
- Self-motivation and self-discipline with a positive approach
- Attention to detail, dotting the i's & crossing the t's.
- Excitement for our mission – an evangelist for our school.
- The ability to understand questions & recognize the underlying problems people have even though they may not realize what's wrong themselves.
- Experience with email marketing tools.
- Proficiency with Microsoft Office products with strong Word, Excel and PowerPoint knowledge.
- Basic understanding of Adobe Suite, especially Photoshop and InDesign.
- Basic video composition skills.
- A growth mindset

A typical day may include:

- Set up a Google AdWords campaign and create a monthly report on its performance for management.
- Planning a series of social media posts and schedule/post them on Twitter, Instagram and Facebook.
- Developing and updating web pages to reflect programming changes.
- Creating marketing materials to advertise programming or for fundraising purposes.
- Light office work including answering phones, entering checks, and checking the mail.
- Taking photos of school activities for use in social media, marketing, and yearbook.
- Various other tasks that are requested/required.