



Dear Friend,

Thank you for considering Rehoboth Christian School as a place of employment. Rehoboth is a beautifully diverse community that seeks to offer a life changing Christian education to students from the Navajo Nation, the Pueblo of Zuni, McKinley County and Gallup, New Mexico. We believe that each person in each department plays a crucial role in fulfilling our mission statement:

Rehoboth Christian School challenges its students to know the Triune God and equips them to love, serve and transform the world in His name.

Please note that the attached job description is for the Communications and Marketing Coordinator. We are excited about this position which will help us communicate the Rehoboth story to both our local and national audiences. This important role supports the work of the Advancement and Admission departments. This position requires one to be organized, forward thinking and a team player. If you think you would like to be part of the Rehoboth team where you could contribute and learn, we hope you fill out an application. If you want to talk more after you have read the job description, reach out to us by calling (505) 863-4412 or emailing adminsec@rcsnm.org.

One of the most powerful ways to accomplish our mission is to have our dedicated, Christian, Native American brothers and sisters working at Rehoboth. We cherish those applications and opportunities, but we also welcome all Christians who resonate with our mission to apply for our team.

Thank you for your interest,

Bob Jppel

Executive Director
Rehoboth Christian School



Position Description: Communications & Marketing Coordinator

Purpose: The Communications & Marketing Coordinator leads the planning, development, and implementation of all of the organization's marketing strategies, communications, and public relations activities, both external and internal. The Communications & Marketing Coordinator leads all major marketing campaigns as well as the marketing efforts for student recruitment. As part of the Advancement team, the Communications & Marketing Coordinator will participate in all advancement team meetings and events.

Reports To: Director of Advancement

Signed Letter of Employment: Employed on a 11 or 12 month contract, 40 hours/week, with salary and benefits as approved by the Executive Director.

Qualifications:

1. Bachelor's degree preferred in Communications, Marketing, English, or a related field
2. Experience in communications and marketing for non-profit is preferred
3. Knowledge of advancement/fundraising communication, marketing strategies and best practices
4. Exceptional writing, editing, proofreading, and communication skills
5. Experience with web design, videography, photography, and social media platforms
6. Storyteller capable of inspiring and motivating an audience (e.g., alumni, donors, potential parents) through words and images
7. Ability to work effectively, both independently and in a collaborative team environment, in an atmosphere of multiple projects, shifting priorities, and deadlines.
8. Committed to Christian education, and the vision and mission of Rehoboth Christian School

Responsibilities:

1. Develop new, effective social media, digital, & advertisement marketing strategies and overseeing their implementation
2. Choose the best marketing channels to promote our school
3. Works closely with the Advancement Director, Admissions team, and other Directors to design and implement communication strategies and effective messaging for organizational and project-specific goals
4. Create documentation of proper marketing strategy implementation
5. Initiate and lead the development, publications, and distribution of recruitment and enrollment marketing materials
6. Ensure all marketing collateral is in sync with the school's branding guidelines including overseeing the design and ordering of school apparel



7. Coordinate all printed and visual media publications
8. Assist the Advancement team with fundraising appeals and events
9. Ensure our communications are culturally competent and reaches diverse audiences
10. Manage the daily operations of the website and social media platforms, including content development, promotions and marketing, and technical support.
11. Guide the strategy on press outreach, including messaging in press releases and assist the Executive Director with responses to media inquiries
12. Oversee and execute the storage, organizing, archiving, and accessibility of all digital media In collaboration with the Network Administrator.
13. Other duties as assigned by the Director of Advancement.

April 2023



General Summary of Employee Benefits

Contract Length - Full-time 11 or 12 month contract.

Hourly Pay Range - Depends on experience and qualifications.

Insurances - The school and employee share in the cost of health and other insurances.

403B – The school will match up to 5% of contributions.

Staff Tuition Discount – Discount of up to \$1,600 per student based on number of contracted hours per year.

Paid Time Off (PTO):

Paid Time Off (PTO) - Full-time staff employees (32.5 hours or more per week) are eligible for Paid Time Off (PTO) based on the scheduled length of service and positions.

College Loan Forgiveness:

Staff at Rehoboth may qualify for the use of the loan forgiveness program established by the federal government.

Housing:

Limited staff housing is available for rent on campus

For full benefit details contact Executive Director, Bob Ippel at bippel@rcsnm.org