

Job Title: Marketing & Communications Coordinator

Position Summary:

The Marketing & Communications Coordinator plays a key role in capturing and sharing the story of Westbury Christian School across multiple channels. This position is responsible for internal communications, event coverage, and creative content production that engages students, parents, faculty, and the broader school community. The role works closely with the external marketing team to ensure consistent messaging and high-quality media output that reflects the mission and values of WCS.

Reports To: Head of School

Key Responsibilities:

Media Capture & Content Creation

- Capture high-quality photos and videos of campus life, school events, athletics, performances, and milestone moments.
- Produce testimonial videos featuring students, parents, and teachers.
- Support graduate profiles, senior headshots, and theme verse videos.
- Create engaging recap videos and highlight reels for use on the website, social media, and internal communications.

Social Media Management

- Manage day-to-day posting on school-wide social channels and varsity sports pages (Instagram, Facebook, YouTube).
- Develop event recaps, stories, and short-form videos to highlight school activities and achievements.
- Collaborate with the external marketing team on paid social ads and digital campaigns.

Internal Communications

- Design and distribute the weekly **Wildcat Wire** and other internal email communications.
- Coordinate flyers, event reminders, and digital signage for school activities.
- Maintain organized Google Drive folders for event media and promotional assets.

Marketing Collateral & Brand Assets

- Design print ads, banners, table runners, and branded promotional materials (cups, pens, t-shirts).
- Support onboarding materials for new families and staff.
- Assist with logo and branding updates as needed.
- Manage t-shirt and spirit wear design approvals and production.

Digital & Website Support

- Update website pages and event information in coordination with the external marketing team.
- Maintain consistent email signatures and digital templates for staff use.
- Prepare content for podcasts, devotionals, and other digital initiatives.

Qualifications:

- Bachelor's degree in Marketing, Communications, Digital Media, or related field (preferred)
- Experience in photography, videography, and editing (Adobe Creative Suite proficiency required)
- Strong graphic design skills (Canva, Adobe InDesign, Photoshop, Illustrator)
- Experience managing social media accounts professionally
- Excellent written and verbal communication skills
- Highly organized, detail-oriented, and able to manage multiple projects simultaneously
- Comfortable working in a faith-based environment and representing Christian values in all communications