



Title: COMMUNICATIONS CONTENT SPECIALIST (part-time/20 hours)

Reports To: Director of Marketing and Communications

Exempt/Non-Exempt Non-Exempt

Qualifications: Bachelor's Degree in Journalism (*or related field such as Public Relations, English, Copywriting, Communications, Social Media*); Master's or Advance Degree is preferred. **Prior experience is required.**

All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the candidate will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

Job Description:

The Communications Content Specialist will oversee development, execution, and delivery of digital and print content across all channels. This candidate must possess excellent writing skills, public relations experience, and social media experience. Candidate will play a key role in the success of inbound and outbound communications media. Candidate will manage an expanding content and writing initiatives throughout the year. Candidate will be a solid leader, clear communicator, savvy editor, and possess great analytical skills.

The Communications Content Specialist will promote Mount Paran Christian School's mission and services. Candidate will partner with the marketing department to shape the school's image and values, as well as the appropriate methods to communicate them to the public.

Candidate will identify press opportunities and develop content to be disseminated via all media such as social media, websites, e-mail, newsletters, press releases, blog, magazine and any other distribution channels. This person will ensure messaging aligns with key business strategies, while also serving as Mount Paran Christian School's media liaison to establish relationships with

local publications and newspapers for submission of articles and news items.

Physical Requirements:

Lifting and transporting boxes not exceeding 20 pounds; ability to stand for long periods of time while instructing; excellent hearing abilities; ability to move from one area of a building/campus to another.

Responsibilities:

- Ministering to students compassionately and sincerely so they may continue to grow in their faith.
- Accepting the work at Mount Paran Christian School as a personal calling and identify themselves as ministers of the gospel of Jesus Christ.
- Comply with policies as stated on the Employee Contract and in the Employee Handbook while modeling appropriate Christian behavior in speech and actions.
- Keep abreast of developments in the field by actively participating in professional development.
- Plan and execute a writing and content strategy across all school media that drives high engagement.
- Plan and write event and news content to report upon and share information about what's happening at the school.
- Write and/or edit for publications including the *Weekly Word* e-news, *Wingspan* Magazine and the *WingTips* blog.
- Distribute news via school social media channels daily.
- Manage e-blast communications to internal constituents.
- Manage e-mail communications to external constituents Hubspot.
- Serve as editor for all content to ensure quality, clarity and consistency.

- Serve as editor for website content to ensure quality, clarity, and consistency.
 - Prepare Press Releases as needed and manage distribution.
 - Make industry contacts with local magazine and newspaper publications for submission of written content.
 - Manage the execution and distribution of content across all channels.
 - Participate in campus and community events.
 - Any other duties as assigned.
- To apply, please click on the link below:
<https://mpcs.wufoo.com/forms/mpcs-employment-applicationstaff/>
 - Please send any additional information (resume, transcripts, reference letters...etc.) to:

Mount Paran Christian School
Attention: Jodee Foster /Director of Human Resources
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