**Fellowship Christian School**

Job Description- Digital Marketing Coordinator

Reports to: Director of Advancement

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| **General Description** |
| The Digital Marketing Coordinator works collaboratively with the Marketing team members to provide internal and external digital marketing and video efforts to support our company vision and mission.  |
| **Work Experience Requirements** |
| * Video:
	+ Hands-on creation of all studio and on-location video productions
	+ Planning – storyboarding, planning, and coordination in advance of shoot
	+ Filming – Value videos, school overviews, about/intro videos, events, misc.
	+ Editing, motion graphic animation, and sequencing
	+ Develop knowledge of current vision, features and benefits; incorporate increasing product knowledge into expanding and evolving video assets
	+ Assist in the coordination and distribution of video materials both internally and externally
* Digital and Social Media:
	+ Excellent Excel skills; experience using digital marketing tools like Hubspot, Hootsuite, Sprout Social, Google Analytics for data, reporting and dashboards
	+ Proficient and active on social media platforms including, but not limited to: Facebook, Google+, Instagram, LinkedIn, Twitter and Pinterest
	+ Proficient in email marketing campaigns
	+ Basic graphic design work and familiarity with Adobe Suite (primarily Photoshop)
	+ Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
	+ Ability to communicate succinctly and clearly with creative messaging
* Graphic Design:
	+ Assist in creation of projects including but not limited to: postcards, newsletters, emails, magazines and other marketing collateral material
	+ Ability to import and size images, apply style sheets, typeset copy and make proofing corrections while working within set templates and documents provided by the Marketing team
	+ Proofread and edit all postcards, newsletters and other marketing collateral material for consistency, accuracy and grammatical integrity; Must be a good speller.

**Additional Requirements*** Have a personal relationship with Jesus Christ
* Sign the Fellowship Christian School Statement of Faith
* Working knowledge and experience in design packages for Macintosh including Indesign, Photoshop, Illustrator and Microsoft Office
* Cross platform experience including Mac & Windows
* Strong verbal and written communication skills
* Knowledge of video engineering standards and broadcast standard outputs
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| **Education Requirements** |
| * College Degree Required, minimum Bachelor’s Degree in Marketing, Communications, Graphic Design or Business
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Go to fellowshipchristianschool.org, download an application, complete and submit to employment@fcspaladins.org.