

Marketing and Event Director

The Marketing and Events Director serves as a key ambassador for Riverside Christian School, promoting the school's mission, values, and programs to current and prospective families. This dynamic, multifaceted role leads marketing and communication strategies, and coordinates school events that foster community and engagement. The ideal candidate is a creative, organized, and relational leader who is passionate about Christian education and thrives in a collaborative environment.

Qualifications:

- Min. of 1-2 years' experience in marketing and/or communication.
- Proficiency with Microsoft Office Programs (ie: Publisher, Excel, etc.)
- Proficiency in Social Media (ie: Facebook, Twitter, Instagram, etc.)
- Proficiency in Wordpress, Canva
- Experience with School Information System (SIS) like Powerschool.

Responsibilities and Expectations:

- Agree to the school's statement of faith and in all actions, seek to glorify God
- Collaborate with head of school to produce quarterly newsletter, weekly Note Home and facilitate communications between the school families, grandparents, and alumni
- Submit report for board packets and attend monthly board meetings to discuss progress in all areas

Marketing & Communications

- Develop and execute marketing strategies to support enrollment growth and enhance the school's visibility in the community.
- Create engaging content for social media, email campaigns, print materials (Exponent, Grand Forks Herald), and the school website.
- Work with local radio stations to advertise, marketing events to raise awareness and promote the benefits of a Riverside Christian education
- Coordinate internal and external communications to ensure consistent and mission-aligned messaging – including online events calendar and all information on a daily/weekly basis.
- Capture and share stories that reflect the heart and impact of the school.
- Post on social media daily/weekly on upcoming events, and any weather or school related announcements
- Maintain and organize school apparel store
- Design postcards, flyers, social media images for all major school events

Event Planning & Coordination

- Plan and execute special events such as open houses, school tours, community events, and student programs. Fundraisers are collaborative between the board & admin.
- Work closely with school staff and volunteers to ensure events are well-promoted, well-attended, and mission-driven.
- Oversee event logistics including scheduling, promotion, set-up/tear-down, vendor coordination, and hospitality.
- Use events as opportunities to build school spirit, deepen relationships, and showcase the school to the broader community.

Annual Fall Banquet

- Supervise banquet committee – along with president/admin.
- Research and select speaker, including input from committee, admin & board.
- Contract speaker, coordinate speaking arrangements and oversee their stay during the banquet
- Coordinate with venue for day of event, technology needs, silent auction and dinner selection
- Coordinate tickets sales for over 400 attendees
- Design marketing materials for event

Giving Hearts Day

- Meet and collaborate with Grand Forks non-profits for GHD planning
- Create marketing materials and social media posts
- Coordinate with president on ways to thank donors

Spring Event/Auction

- Organize auction committee
- Coordinate weekly meetings with committee to collaborate and collect 300+ auction items
- Utilize Auctria software program to organize items and bidder registration

Golf Scramble

- Support Activities Director in prepping/promoting
- Create marketing materials – brochure, postcards
- Assist day of event – checking in golfers, prepping for meals, clean up

Perform other duties and events as assigned.

This position is part-time with the opportunity to be full-time with additional duties of community development.