

Coordinator of Communications, Development, Marketing, and Technology
Morrison School
400 Edgewood Lane, Bristol, VA 24201

Job Purpose:

The Coordinator of Communications, Development, Marketing, and Technology is responsible for supporting the Administrative Team in raising the visibility and effectiveness of the school by carrying out communications, development, marketing, and technology plan in order to:

- attract new students to the school
- publicize the strengths of the academic program
- promote the profile of the school as a whole to external audiences
- keep families informed
- promote Morrison School in the Tri-Cities
- facilitate instructional technology while working in collaboration with administration, staff, and students

Main duties and responsibilities:

E-Newsletter

- Create and publicize a bi-weekly e-newsletter to families and board using Canva
- Send E-Newsletter three times per year to donors
- Take pictures weekly of educational and social activities and share/place in a shared drive for Yearbook Advisor.

Facebook

- Keep the School Facebook Page up to date
- Search for new Facebook Post – approved by the Program Director or HOS before posting.
- Facebook Ad's

Website

- Keep the school's Website up to date
- Rotate Student and Parent Testimonials
- Assist in gathering additional information for the website
- Communicate when necessary with website company for various updates

Development

- Assist with initial Family Phone Interview
- Assist with School Tours

- Assist with planning and implementation of Parent Programs such as Doughnuts and Dialogue and or Lunch and Learn Events
- Assist HOS, Administrative Assistant and Board of Directors with Fundraising Activities.
- Research grant opportunities and when appropriate write or coordinate the writing of grants.
- Update information about the School on external websites and directories
- Assist HOS, Program Director, and Administrative Assistant with all reports and accreditation paperwork to VDOE and VAISEF.
- Attend monthly Chamber Breakfast

Marketing

- Write and provide appropriate news releases to local media
- Arrange for “free” advertising in regional media
- Research and propose paid advertisements we may want to undertake
- Work with Administrative Assistant and Head of School for speaking engagements
- Provide ideas, input and assist in writing and producing a new marketing brochure
- Arrange for strategic distribution of marketing materials to area schools, doctors, psychologists, and other agencies.
- Assist with bulk mailings to promote school enrollment for Summer and Fall
- Assist Administrative Assistant and HOS with development of the annual report

Technology

- Check and update a school-wide inventory. This must be kept current at all times.
- Maintain records/logs of repairs and fixes and maintenance schedule
- Responsible for all set-up, distribution, and collection of technology.
- Set up workstations with computers and necessary peripheral devices (printers, scanner and Promethean board, etc.)
- Install and configure appropriate software and functions according to specifications
- Ensure security and privacy of networks on all student computers
- Provide orientation and guidance to users on how to operate new software and computer equipment (students, staff, and parents)
- Perform troubleshooting to diagnose and resolve problems (repair or replace parts, debugging, etc.)
- Assist and train staff to incorporate technology in daily lessons
- Manage the sound system in the gymnasium at all school wide events.

Job Type: Full-time

Pay: \$37,550.00 - \$45,223.00 per year

Benefits:

- 401(k) matching
- Paid time off
- Professional development assistance

Education:

- Bachelor's (Required)

Experience:

- grant writing: 1 year (Preferred)
- Marketing: 1 year (Preferred)
- Google Suite: 1 year (Preferred)

Work Location: In person