

Marketing and Business Coordinator

Department: Wheaton Academy Institute

Reports to: Executive Director

Classification: 12-month staff; Non-exempt

Hours: Part-time

Benefits: This position is not eligible for benefits

Job Summary: Reporting to the Executive Director, the Marketing and Business Coordinator supports and organizes communication, sales, marketing, finances, accounting, and scheduling of the Wheaton Academy Institute. This position is a multi-faceted hands-on role, with extensive opportunities to help build and expand programs for the Institute.

Essential Duties and Responsibilities include the following:

1. Marketing Coordination:
 - a. Manages the Institute's social media accounts and communication needs
 - b. Coordinate partnerships with corporate sponsors
 - c. Creates necessary print, social, digital, and multi-media content for corporate sponsor accounts
 - d. Assists in the promotion of the Institute's offerings
 - e. Coordinate storytelling needs by writing original content, ensuring the continuity of the Institute's brand and mission
2. Business Coordination:
 - a. Assists with the management and maintenance of the Learning Center's scheduling software system
 - b. Supports the maintenance of accounts, expense reporting, accounting entries, and production of financial statements each month
 - c. Assists with the planning, registration, and operation of the Best Practices Conference for Christian schools each year
3. Ensure the following tasks are completed:
 - a. Updating the Institute's website
 - b. Posting current events and highlights on the website
 - c. Coordinate photography needs for website, social media, and other marketing avenues
 - d. Communicating about events and achievements through various channels

Qualifications: The Marketing and Business Coordinator must be a spiritually sensitive individual who understands the mission of the Wheaton Academy Institute and is committed to help it succeed in its Mission by manifesting, by precept and example, the highest Christian virtue and personal decorum, serving as a Christian role model (I Timothy 4:12) both in and out of the Institute activities (Luke 6:40), and as an example to parents and fellow employees in judgment, dignity, respect, and Christian living. He or she must be actively involved in a protestant evangelical church.

The ideal candidate has or can acquire proficiency in Adobe InDesign, Illustrator, Word Press and Photoshop, as well as experience managing social media platforms including Instagram, Facebook, YouTube, Twitter, and LinkedIn. This person should be a skilled writer for marketing copy, storytelling, and other educational content. Proficiency in photography and videography is a plus. Additionally, this individual must possess strong organizational, administrative, and event planning skills. He or she should be passionate about the Institute's programs and activities.

Additional Competencies:

Correspondence

Demonstrates proficiency in editing and positive tone in e-mails and in written and verbal communication

Independence

Willing to take an idea and run with it whether it is writing a story, developing a web tool, or creating a design piece that is needed.

Works efficiently and is known as a self-starter. Sees what needs to be done and takes the initiative to do it

Creates momentum, causing things to happen; is proactive rather than reactive.

Executes the project/event in consideration of any time and budget constraints.

Develops and documents procedures to ensure repeatable systems.

Strategic Thinker

Reflects on the broader consequences of decisions and actions to produce a meaningful impact.

Innovative and creative.

Scheduling

Foresees possible calendar conflicts and takes the initiative to adjust appointments/meetings as necessary.

Organization

Demonstrates organized, concise thinking and communication.

Works well with multiple deadlines—keeps projects on track in order of priority.

Maintains a logical filing system and is able to locate requested documents within minutes.

Timeliness

Handles a myriad of regular administrative details and additional responsibilities when asked.

Decision Making

Maintains an open mind and participates in team or department decision making and encourages others.

Builds consensus in making decisions.

Able to act decisively when necessary.

Makes decisions with limited resources when necessary.

Communication

Regularly updates supervisors and key stakeholders on how things are going including things that are going well and items that need improvement

Keeps supervisors well informed and comes to supervisor as a problem solver when problems are observed

Keeps confidences when asked about confidential issues

Office Climate

Exhibits supportive and positive and reciprocal respect to students, co-workers, and volunteers.

Welcomes interruptions in order to offer assistance.

Versatility

Adapts his/her role for the benefit of the WAI community.

Collaboration with Colleagues

Establishes relationships that allow employee to help colleagues develop to their full potential.

Maintains sensitivity to others' workload and is willing to step in to assist.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.