

Assistant Marketing Manager

Department: Marketing

Classification: 12-month staff

Hours: Full-time, exempt

Benefits: Applicable per designated classification

Job Summary: Reporting to the Marketing Manager, the Assistant Marketing Manager designs and implements marketing strategies for Wheaton Academy and its affiliates. The primary areas of responsibility include oversight of websites, social media, and lead generation strategies. Some graphic design is included as well.

Essential Duties and Responsibilities include the following:

1. Write original content to share the story of WA, ensuring the continuity of the school's brand and mission while applying SEO best practices
2. Create and design digital campaigns to engage, inform, and motivate prospective families and school community
3. Develop original content, design, and schedule for Wheaton Academy's social media accounts
4. Execute lead generation strategies – write and automate email drip campaigns.
5. Update and maintain content on Wheaton Academy's website.
6. Coordinate photography and collaborate with Video Producer to coordinate video content to support marketing needs.
7. Collaborates with the Marketing Manager to plan for and create marketing's print needs.
8. Collaborates with school departments and affiliates to contribute to school's enrollment, financial goals, and priorities.

Qualifications: The Assistant Marketing Manager must be a spiritually sensitive individual who understands the mission of Wheaton Academy and is committed to help see it become a reality in the lives of our students 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 school (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 knowledge of digital marketing tactics, including SEO, email marketing and web analytics. He or she will be proficient in Adobe InDesign, Illustrator, and Photoshop, as well as social media platforms including Instagram, Facebook, YouTube, Twitter, and LinkedIn. This individual will be a skilled writer for marketing copy, storytelling, and other educational content. This person will have familiarity with WordPress. Photography experience is preferred, especially using a DSLR camera.

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