



Position Title:	Visual Communications Specialist
Date Modified:	June 2023
FLSA Classification:	Exempt
Reports to:	Director of Communications and Marketing
Position Purpose:	Assists the Director of Communications and Marketing in developing and implementing creative visual marketing strategies that align with our school's values and mission.
Work Hours:	7:15 a.m.—4:15 p.m.
Work Schedule:	Full Year
PTO Designation:	Staff (Blackout Dates May Apply)

Description

The Visual Communications Specialist reports directly to the Director of Communications and Marketing and works with the Communications and Marketing Department s to maintain a consistent visual and brand identity for the school. This individual will produce compelling print and/or digital designs that effectively convey our mission and strengthen our connections with parents, students, and the broader school community.

Essential Functions and Tasks

- Assists the Communications and Marketing Department in the initiation, implementation, and oversight of the strategic communications plan for St. Francis.
- Assists the Communications and Marketing Department in the development and implementation of the school's annual communications plan, including internal and external communications, public relations, advancement, and marketing initiatives.
- Supports the organization with strategic visual communication efforts across all departments.
- Produces high-quality print and digital designs for various mediums, including newsletters, brochures, proposals, websites, social media and more.
- Demonstrates a robust understanding and application of graphic design skills and/or digital communications.
- Assists with developing, implementing, and overseeing the production and design of printed materials. Previously established relationships with printers a plus.
- Protects brand cohesion and educates colleagues on appropriate brand standards..
- Consistently meets deadlines and project deliverables and takes initiative to manage projects at various stages of implementation.

- Works to continuously refine and improve our visual presence and brand with respect to all printed and digital assets.
- Assists Communications and Marketing and Facilities Departments in maintaining an inventory of all school signage, updating signage periodically as directed, and ensuring that all signage is consistent and in compliance with brand standards.
- Thinks and plans strategically and creatively; works collaboratively in a team-oriented setting; communicates effectively with all constituents in the school environment; and remains level-headed under pressure
- Other duties as assigned by the Head of School and/or immediate supervisor including extracurricular.
- Completes various Tasks related to the employee's yearly goals and the school's long range and strategic financial plan.
- Maintains congruence between the school's board-approved Mission Statement and the Strategic Plan..
- Well versed with and adheres to school policies in all areas of student interaction.
- Adheres to the Employee and School Handbooks.
- Commits to the Employee Expectations and Standards of Professional Excellence as the non-negotiable foundations for employment at St. Francis Episcopal School and complies with Physical Requirements and Work Environment.
- Takes part in and is assessed through the Professional Growth and Evaluation Program and enthusiastically participates in professional growth opportunities.
- Employees may be required to work remotely or engage in telework activity as determined in the employer's sole discretion.
- Employees may occasionally be required to work outside of typical work hours, i.e. after-school functions, fundraising events, etc.
- This job description is intended to describe the basic, critical elements of the job and should not be construed as an exhaustive list of all responsibilities, skills, efforts or working conditions associated with the job.
- This job description does not constitute a contract. It may be modified or amended at any time as determined in the employer's sole discretion.

Qualifications

- Bachelor's degree in marketing, communications, or related field required.
- Exceptional skills in graphic design and/or digital communications required, as demonstrated by a strong portfolio.
- Five to seven years of experience in visual communications role, preferably in a nonprofit or educational setting.
- Proficient in Microsoft Office and all Adobe Creative Suite products including InDesign, Illustrator, and PhotoShop.
- Experience with social media is preferred.
- Experience in photography and/or knowledge of video editing platforms (Final Cut Pro or Adobe) as well as HTML and web-design applications is a plus.

- An ability to think and plan strategically and creatively; work collaboratively in a team-oriented setting; communicate effectively with all constituents in a school environment; and apply common sense and remain level-headed in the face of multiple deadlines and competing priorities.
- A demonstrated willingness to work as part of a team by being service-oriented, flexible, and reliable when helping colleagues accomplish their jobs/tasks at hand.

Physical Requirements and Work Environment

- Occasionally lift 30 pounds.
- Generally, works in standard office conditions and climate.
- May work in varied extreme outside weather conditions during school events, special activities and fundraising events.
- Ability to work in a fast-paced environment dealing with a wide variety of challenges and deadlines.
- Ability to work at a desk and computer for extended periods of time.
- Ability to stoop, bend, kneel, stand, walk, reach.