



Director of Marketing and Parent Organizations, St. Mark's Campus

SUMMARY

Episcopal School of Jacksonville (ESJ)'s Office of Institutional Advancement (IA) encompasses Advancement, Marketing, Admission, and Enrollment, supporting and stewarding a student and family through their Episcopal journey. The Director of Marketing and Parent Organizations for the St. Mark's Campus leads and manages all aspects of the campus' marketing and communication efforts, and serves as the staff liaison with parent organizations, supporting their volunteer opportunities and community-building events. The role reports to the Director of The Episcopal Fund and Parent Organizations (based on the Munnerlyn Campus), the Director of Marketing and Communications (based on the Munnerlyn Campus), and the Head of Lower School, St. Mark's Campus.

RESPONSIBILITIES

Marketing and Communications:

- Promote and produce written and visual content for the St. Mark's Campus, including but not limited to: emails, print pieces, banners, posters, fliers, Chapel and performance programs, signage, social media, school website, weekly e-newsletters, and parent portal content
- Capture photos/videos of St. Mark's Campus programs and activities, and coordinate professional photographers/videographers for larger projects/events
- Maintain the school's brand identity across all communication channels
- Manage emails, parent communications, and social media channels for the St. Mark's Campus, Ortega River Run, Parents' Association, and *A Vision for Art*
- Collaborate with Marketing/Communications team across campuses on content, strategy, distribution, and functionality of ESJ's communication tools and channels
- Work closely with development and admission departments, work with staff at St. Mark's Church for cross communication; other responsibilities as needed

Parent Organizations and Events:

- Serve as the primary liaison between the Parents' Association, Homeroom Parents, Dads' Club, and the school, fostering effective communication and collaboration
- Project manage events in partnership with event chairs including: Parents' Night Out, Fall Festival and Book Fair, Daughter and Son Events, Teacher Appreciation Week, Moms' Night Out, Splash Into Summer, and Dads' Club Socials/Volunteer Efforts
- Coordinate and schedule committee meetings, including communication before and after
- Oversee financial management and budgeting of parent groups and events, ensuring accurate tracking of expenses and adherence to budgetary guidelines

- Coordinate with external vendors, manage orders, process payments, and oversee setup and teardown logistics

Collaboration and Flexibility:

- Collaborate with the three-campus Marketing and Advancement Teams and the St. Mark’s Campus Admin team to align priorities with the school’s strategic vision and streamline efforts across campuses and departments
- Support additional admin responsibilities on the St. Mark’s Campus, including but not limited to morning carpool duty, afternoon dismissal duty, front desk, and supporting and “all hands on deck” moments

Working Conditions:

- Full-time, year-round position
- Evening and weekend hours required for occasional events and meetings
- Expected to work on-site at the St. Mark’s Campus, with flexibility based on school needs
- Attend bi-weekly meetings at the Munneryn Campus with the full Advancement team, and additional meetings/events as needed

SKILLS AND EXPECTATIONS

- Bachelor’s Degree required, 5+ years of relevant experience
- Excellent communication skills, both verbal and written
- Outstanding organizational skills
- High energy and stamina to succeed in a dynamic and fast-paced environment
- Professional and polished with a focus on hospitality and helping people feel immediately welcome
- Passion for education, particularly early childhood
- Desire to build trust and strong relationships in a collaborative environment
- Highly proficient with general computer operations, Google Drive (Docs, Sheets, Forms, etc.), Microsoft Office (Word, Excel); previous database experience needed; basic graphic design skills needed
- Ability to quickly learn and gain proficiency with the processes, database, and school knowledge
- Motivated self-starter who can take a project and run with it without much direction or micromanagement
- Adept at social media content creation
- Servant leader mindset - go above and beyond to help others and serve our school community
- Ability to be flexible and to think and respond quickly when something unexpected happens