



Lakewood Christian Schools

Position Focus: Marketing Coordinator

A. Qualifications

1. Shall have accepted Jesus Christ as Lord and Savior, with a spiritual life that encompasses a growing relationship with Christ, showing integrity, graciousness, and dedication.
2. Shall be an active member of a Bible-based church, have a mature, godly spirit, a Christian testimony, and accept, without reservation, the Arbor Road Church/LCS Statement of Faith.
3. Shall be proficient in marketing, communications, design tools (Canva, Adobe Suite preferred), and social media management.
4. Shall possess strong writing, editing, and storytelling skills with an ability to communicate the mission and values of Christian education.
5. Shall have experience in school marketing, digital strategy, and/or public relations.
6. Shall demonstrate strong project management skills, creativity, and initiative.
7. Shall be CPR/AED Certified or willing to become so upon hire.
8. Will have ACSI Certification or be willing to obtain it upon hire.

B. Purpose and Scope

- To support the visibility, reputation, and enrollment growth of Lakewood Christian Schools through mission-driven marketing and storytelling.
- To develop and coordinate creative communication strategies, digital content, and promotional materials that reflect LCS's values and connect meaningfully with current and prospective families.

C. Areas of Responsibility – Specific responsibilities include, but are not limited to:

1. Manage and update all school communication platforms, including website, email newsletters, etc. Collaborate with other team members on a sustainable social media strategy.
2. Partner with the Admissions Coordinator to design and execute marketing campaigns that support recruitment and retention.
3. Create digital and print materials (flyers, videos, brochures, signage) consistent with the LCS brand.
4. Capture and curate photography and video footage that highlight student life, programs, and community events.
5. Oversee social media calendars and content creation aligned with the school year rhythm.
6. Coordinate internal communications to ensure clarity and consistency across departments.



7. Develop promotional materials for key events (Open Houses, Jog-a-thon, concerts, chapels, etc.).
8. Track engagement analytics to assess campaign effectiveness and report results to administration.
9. Maintain relationships with vendors, printers, and media partners.
10. Ensure all materials reflect biblical values, professionalism, and excellence.
11. Attend and participate in LCS meetings as assigned.
12. Complete all required paperwork.
13. Promptly report repair or maintenance needs.
14. Observe the Matthew 18 principle in conflict resolution.
15. Avoid a negative, critical spirit.
16. Other duties as assigned.

D. Relationships

- The Marketing Coordinator reports directly to the Head of School and works collaboratively with the Admissions Coordinator, Principals, and Administrative Staff.

E. Terms – 30 weeks to take place during the academic school year

F. Compensation – \$30/hour at 15 hours a week

Additional Context & Considerations

We are seeking a Christ-centered educator who joyfully lives out the LCS Team Values of **Humility, Growth, Collaboration, Student Care, Excellence, and Community**. The ideal candidate is reflective, relational, and eager to grow as they invest deeply in students and contribute meaningfully to a healthy, mission-aligned team's shared purpose in service of Christ and His Kingdom.

Applicants and interested parties should submit clarifying questions, resumes, and completed applications to Employment@LCSbears.org