

Job Description

Marketing, Event, and Alumni Coordinator

Qualifications

Since Winnebago Lutheran Academy is a Christ-centered educational institution owned and operated by an Association of Wisconsin Evangelical Lutheran Synod congregations, the Marketing, Event, and Alumni Coordinator should be a WELS or ELS member in good standing who understands the theological principles of the synod in that they agree with the truth of the Word of God. He/she will have a sincere interest in the ministry of WLA.

This position shall be reviewed as part of the Mission Advancement staffing review process or in the case of a vacancy in this position. This is a full-time salaried position expected to work year-round.

Relationships

1. The Marketing, Event, and Alumni Coordinator (MEA) is fully accountable to the Principal of Winnebago Lutheran Academy. Any tasks requested outside of this position description will be authorized by the Principal.
2. The MAE reports directly to and works jointly with the Director of Mission Advancement (DMA) and the Coordinator of Recruitment and Communication (CRC).
3. The responsibilities of the CMAE position fall within the purview of the Mission Advancement Committee of the Executive Board.
4. The CMAE is fully accountable to any member of the Administrative Team where duties and responsibilities overlap.

Job Description

1. Event and Alumni Coordination - 20 - 25 hours/week

Under the general direction of the Director of Mission Advancement, organizes and coordinates fundraising events, community events, and alumni programs and services designed to foster and strengthen the relationship between WLA, its supporters, the community, and its alumni.

Responsibilities

- Organizes and coordinates fundraising, community, and alumni functions with special responsibility for one or more of the following: The Event, Tee It Up, Homecoming Celebrations, special anniversary events, Class Reunions, Faculty Anniversary Celebrations. The above list is not exhaustive.
- Works with DMA and other staff to assure coordination and development of an alumni relations program; recommends long and short-range goals and overall direction of alumni programs.
- Seeks to develop and establish new events and alumni activities and services, as assigned.
- Coordinate volunteers, support staff, vendors, and more to support promotional events.
- Promotes and fosters effective event and alumni relations through continuing written communication and personal contact with constituent groups.
- Develops, designs, and arranges for publicity and promotional materials for event and alumni functions and/or services.
- Plans, coordinates, and schedules all logistical details and makes necessary arrangements for programs and/or services.
- Working with the DMA, evaluate and monitor the effectiveness of programs/services and identifies problems, recommends improvements, and institutes changes.

- May act on behalf of the Director of Mission Advancement in his/her absence, as assigned.
- Serves as a lead for event, alumni, and fundraising committees.
- Performs necessary administrative functions as needed and other related duties as required.

2. *Marketing Coordinator - 15 - 20 hours/week*

Under the general direction of the Coordinator of Recruitment and Communication and the Director of Mission Advancement, assists and takes the lead as appropriate, with aspects of our communication plan to our school family, the association of churches, the community, and alumni.

Responsibilities

- Assist communication team in developing and implementing a communication and marketing strategy and calendar designed to further school objectives.
- Write a variety of content to support communication and marketing efforts, including newsletters (WLA Anchor), website copy, social media content, bulletin inserts, brochures, and press releases, etc.
- Responsible for updating and upkeep of Mission Advancement and Recruitment pages of WLA website in coordination with the Mission Advancement Director and Communication Director.
- Acquire high-quality media (photographs and videos of major school events, graphics, etc) to support and enhance communication and marketing efforts.
- Post Mission Advancement, Recruitment, and School-related items to the WLA social media platforms.
- Monitor analytics and create reports detailing the successes and failures of communication campaigns and strategies.
- Stay up to date on industry trends and make recommendations for adjustments to communication strategies and practices.
- Direct all media inquiries to the Director of Recruitment and Communication and/or the Director of Mission Advancement.
- Maintain distribution list of publications and promotional materials to Association.
- Keeps filing of important communication records and inventory of publications up to date.
- Purchase/order special promotional materials (gifts, pens, t-shirts, etc).

Desired Qualifications

- Bachelor's degree is preferred.
- Demonstrated ability to develop, direct and coordinate multiple programs and activities, including promotion of said programs and activities.
- Strong desire and natural ability to engage and interact with people.
- Knowledge of and involvement in the WLA community, its relationships, and willingness to develop an in-depth understanding of the WLA constituency.
- May require proven background in writing, editing, and design for certain specialties.
- Background in communication and marketing.
- Superior time management and organizational skills and ability to meet deadlines
- Ability to work both independently and as part of a team
- Familiar with a variety of publishing, marketing, and social media platforms, capable of creating content in a variety of formats, or have a willingness to learn these skills.
- Knowledge of communication, marketing, and fundraising ethics and best practices.
- Proficient public speaking skills are an asset.