



ARISTOI

CLASSICAL ACADEMY

JOB DESCRIPTION

POSITION: Marketing and Communications

REPORTS TO: Superintendent

DUTY DAYS: 12 Months

EMPLOYEE STATUS: Non-Exempt

HOURS: 7:30 AM - 4:00 PM Monday - Friday (Some weekends may be required)

Minimum Requirements:

- Bachelor's degree with communication and public speaking experience (preferred)
- Excellent verbal and written communication skills
- Proficient in computer skills (Microsoft Office, Word, Excel, Google, and PowerPoint)
- Ability to manage social media
- Ability to manage and produce content for websites, brochures, flyers, etc.
- Proficient in general office management, procedures, and possess excellent interpersonal and organizational skills
- A proactive self-starter who is able to prioritize and multi-task
- Experience in school administration preferred
- Mastery of the school's classical education documents and the classical education model
- Proficiency in Google and Facebook ads

Job Responsibilities and Duties:

- Manage website
- Manage Brand Book, Identity, logo use throughout communications, signage, clothing, banners, etc.
- Compose, edit and type school communication(s)
- Maintains calendars on all platforms (currently the Aristoi website & Google)
- Manages, and maintains job posting requirements across several platforms including but not limited to Indeed, Handshake, Circe, SCL, NCTM, and TMEA
- Implements communication methods to better inform and connect with parents, families, and students (ie: Tour Request follow-up)
- Responds to questions from parents and community
- Works with the Facilities Director and other departments to coordinate school activities and maintain the facilities calendar
- Creates marketing literature and collateral as stationery templates
- Creates press releases and distribute
- Maintains a variety of computerized and manual records, files, and department databases (e.g. calendars) for the purpose of documenting activities and providing reliable information
- Responds to inquiries from a wide variety of internal and external parties (e.g. staff, parents, students,

February 5, 2024

public agencies, etc.) for the purpose of providing information, facilitating communication among departments and/or providing direction as may be required

- Attends meetings as assigned for the purpose of conveying and/or gathering information required to perform functions, including but not limited to weekly administration meetings and monthly school board meetings.
- PTO and Booster Club liaison for school announcements
- Creates and manages social media accounts (Facebook, Instagram, LinkedIn, etc.)
- Acquires and designs appropriate graphics and art files for communications
- Manages business card graphics and handling for Administration
- Searches web to update Aristoi's profiles
- Perform other duties as assigned by the Superintendent.
- Manages, creates, and distributes Cypress Campus communications
- Develop Emergency Notifications and execute as needed
- Assists with organizing campus tour requests

Aristoi Classical Academy is an equal opportunity employer offering employment without regard to race, color, religion, gender, national origin, age, sexual orientation, or ability. This job description summary does not imply that these are the only duties to be performed. This job description is subject to change in response to funding variables, emerging technologies, improved operating procedures, productivity factors, and unforeseen events.

Superintendent

Applicant

Date