

HERITAGE ACADEMY
Job Description
Engagement Coordinator

School Description: Heritage Academy of Columbia is an independent Christian K-12 school in Columbia, Missouri, founded in 2002 and is a member of the National Association of University-Model® schools. University-Model® schooling facilitates students' access to excellent education, increased time with family, and opportunities for growth toward maturity while providing a cost-effective, college-preparatory education. Heritage has full accreditation status with COGNIA through the North Central Association Commission on Accreditation and School Improvement. The school provides enrichment, primary, elementary, and secondary education, as well as co-curricular programs, to about one hundred students. Heritage fosters a learning environment which emphasizes the centrality of Christ in all things, values each child as God's image-bearer, and cultivates Biblically based family relationships.

Position Title: Engagement Coordinator

Position Type: full-time, salary commensurate with qualifications and experience

Position Description: The Engagement Coordinator is responsible for all activities related to planning, managing, and executing a comprehensive, diversified, and strategic advancement and communications effort that sustains and grows donations from all constituents, including individual donors, corporate and foundation giving, planned giving, and special events. This position requires an outgoing, energetic person who enjoys connecting with people, reaching out to churches and community organizations, and possesses high level communication and computer skills.

General Qualifications:

- Living faith in Jesus Christ, consistent with Heritage Academy's Statement of Faith
- Commitment to the Core Values of Heritage Academy.
- Possesses a teachable spirit and the ability to work with others in administrative duties.
- Possesses written, verbal, and digital communication skills as well as creative initiative.
- Demonstrated experience in marketing, communications, and the use of technology platforms such as Microsoft Office 365, weebly.com, Facebook, and email. Proficiency in other Microsoft applications such as Excel, PowerPoint, Publisher, and Word are preferred.
- Bachelor's degree, education or experience in advancement, development, marketing preferred.
- Ability to work independently and accomplish tasks and goals without direct supervision
- Ability to represent both the school and the HOS with discernment and tact to internal and external constituencies through phone, electronic, written, and face-to-face communication.

Reports To: Head of School (HOS)

Primary Responsibilities:

- 1) Development:
 - a. Develop and implement comprehensive capital campaigns to support campus development and current and future capital needs.
 - b. Develop and implement additional fundraising initiatives, including the Warrior Fund, and planned giving programs.
 - c. Provide leadership and support to all fundraising special events developed to support the school's annual fund and special projects.
 - d. Develop a program to seek corporate and foundation grants.
- 2) Communications and Marketing:
 - a. Implement and oversee a multifaceted and effective communications strategy to raise community awareness and messaging, highlighting the Heritage community's successes, stories, news, and events.

- b. Promote Heritage Academy to community constituents including current families, alumni, and community partners through effective marketing campaigns and event marketing.
 - **Branding:** The Communications and Development Coordinator ensures that the branding and messaging of Heritage Academy grounded in the vision, mission, and core values of the school is consistent.
 - **Web page (Weebly.com):** www.heritageacademyofcolumbia.com requires weekly updates. The web page can be accessed at www.weebly.com. The Communications and Development Coordinator will update the web page in collaboration with other staff members and the approval of the HOS.
 - **Facebook:** Weekly posts promoting the brand of Heritage Academy. Highlight successful events, promote upcoming events. Establish a Facebook advertisement and promotions budget.
 - **Radio Ads:** Propose, implement and manage the annual radio advertisement budget. Promote the fall and spring open houses and/or other events that advance Heritage Academy’s vision and mission and provide greater visibility of the school’s contributions to the community.
 - **Email:** Propose, develop, and coordinate promotional emails to advance Heritage Academy. Maintain and update records of current families, alumni, churches, and community partners. Utilize the www.weebly.com email platform to market and promote Heritage Academy. Utilize www.gradelink.com to communicate with current families and alumni.
 - **Community Partners:** Promote Heritage Academy to churches and community partners. Cultivate and develop relationships with key leaders and solicit opportunities to promote the school.
- 3) Warrior Volunteer Coordination
- Develop a program that offers families structured opportunities to volunteer for key events throughout the year in collaboration with the HOS and key staff.
 - Cultivate a sense of community among volunteers by keeping an open line of communication with volunteers, maintaining an accessible and welcoming office open to volunteers, intentional and frequent expressions of gratitude for volunteer service, and inclusion of all parents who wish to serve by finding service opportunities that match areas of giftedness.

Specific Responsibilities:

1. Develop and propose annual goals, strategic plans, and tasks in cooperation with the HOS to fulfill the role of the Communications and Development Coordinator.
2. Meet with the HOS weekly to discuss goals, plans, and tasks.
3. Meet with other Heritage staff as needed to learn about the school or receive updates about school events.
4. Effectively utilize the school’s technology platforms, including Microsoft Office 365, TEAMS, the office file share, Gradelink.com, weebly.com, and facebook.com.
5. Update web page, send promotional emails, post on Facebook, utilize school photos for promotions, build relationships with community partners.

Signatures:

Engagement Coordinator

Thomas Ragsdell, Head of School