

## **Communications and Marketing Director**

Status: Exempt, Part-Time (0.8 FTE)

Calendar: Academic Year

### **Overall Objectives**

The Director of Communications and Marketing will play a pivotal role in driving Yinghua's outreach, fundraising, grant writing, and social media efforts. This position is key to building strong community connections, advancing our school's mission, and securing essential resources to support our students and programs. The Director will craft and execute a dynamic communications and fundraising strategy, managing all external communications such as media relations, social media, publications, and community engagement. In addition, the Director will lead impactful fundraising activities, including grant writing, donor engagement, and stewardship, to support our school's goals.

### **Principal Roles & Responsibilities**

#### **Communications**

- Develop and implement a comprehensive communications strategy to promote Yinghua's mission, programs, and achievements.
- Manage internal and external communications, including newsletters, annual reports, press releases, marketing materials, and school announcements.
- Serve as the primary point of contact for media inquiries and coordinate school-related media coverage.
- Develop and manage the school's social media presence across platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) including content creation, engagement, and analytics.
- Create engaging content to highlight school events, student achievements, and community involvement.
- Monitor social media trends and analytics to optimize engagement and reach.
- Develop and maintain strong relationships with key stakeholders, including parents, alumni, donors, and the community.
- Other duties as assigned.

#### **Fundraising**

- Create and execute fundraising campaigns and events to support school programs and initiatives.
- Cultivate relationships with current and potential donors, sponsors, foundations, corporations, and community partners.
- Track and analyze fundraising performance, providing regular reports to the Executive Director and recommendations for improvement.
- Manage the donor database and cultivate relationships with individual donors,

## **Grant Writing or Grants Management**

- Identify potential grant opportunities from foundations, corporations, and government entities.
- Write compelling grant proposals and applications, ensuring alignment with school needs and goals.
- Manage the grant application process, including follow-up and reporting on grant outcomes.
- Ensure compliance with grant requirements and reporting deadlines.
- Manage grant budgets and expenditures.
- Monitor grant performance and make adjustments as needed.

## **Strategic Planning**

- Collaborate with school leadership to align communication and development strategies with the school's overall goals and priorities.
- Monitor industry trends and best practices to continuously enhance the school's communication and development efforts.

## **Professional Conduct**

- Upholds professional and ethical standards in all interactions, maintaining confidentiality and respect in all matters, including student-related information and sensitive organizational topics.
- Models and encourages all behavior outlined by the Board-approved Professional Conduct Policy.
- Maintains confidentiality in all areas related to students.
- Demonstrates reliability and good judgment.
- Participates in required training and ongoing relevant professional development.
- Commitment to Yinghua Academy's mission, values, and guiding principles.
- Maintains a professional image and a positive attitude.
- Completes responsibilities in a timely and accurate manner.
- Meets set objectives and goals and requires minimal supervision.
- Takes pride in work and is committed to quality

## **Qualifications**

- Bachelor's degree in Communications, Marketing, Nonprofit Management, or a related field; Master's degree preferred.
- Minimum of 5 years of experience in communications, fundraising, grant writing, or related roles.
- Proven track record of successful grant writing and fundraising campaigns.
- Strong understanding of social media platforms and digital marketing strategies.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives.
- Ability to work collaboratively with diverse stakeholders, including school staff, parents, and community members.
- Strong organizational skills and attention to detail, with the ability to manage multiple projects simultaneously.

## **Employee Requirements**

Must meet all employment requirements including, but not limited to, criminal background checks and reference checks.

## **Salary**

\$48,000 - \$64,000 (DOQ); performance-based increases



**YINGHUA  
ACADEMY**

**MANDARIN CHINESE IMMERSION SCHOOL**

**Benefits**

We offer a comprehensive benefits package for employees working a minimum of 30 hours per week. This includes health, dental, and vision insurance, Kavira (direct-to-employer healthcare), Flexible Spending Accounts for medical and dependent care, as well as life insurance, accidental death and dismemberment (AD&D) coverage, and long-term disability insurance.

**Start Date:** ASAP

**To Apply:** Send Cover Letter, Resume, and [Application for Employment](#) to HR@yinghuaacademy.org

**Yinghua Academy is an Equal Opportunity Employer**

Yinghua Academy District 4140-07 prohibits sex discrimination in any education program or activity that it operates. Individuals may report concerns or questions to the Title IX Coordinator. The notice of nondiscrimination is located at <https://www.yinghuaacademy.org/ourteamadministration/school-management/>