



Job Title:	Marketing & Development Communications Assistant	Job Category:	Staff
Location:	CGLA/MEHP	Reports To:	Director of Advancement and Fund Development

JOB DESCRIPTION

OVERVIEW

The Marketing & Development Communications Assistant will be responsible for providing consulting services to the Chattanooga Girls Leadership Academy (CGLA) and Montessori Elementary at Highland Park (MEHP) in connection with raising charitable contributions and reporting. This role requires expertise in marketing and communications.

RESPONSIBILITIES

Marketing & Communications

- Promote CGLA/MEHP with digital and print materials.
- Draft press releases.
- Produce bi-monthly newsletters.
- Perform event photography and editing.
- Perform event videography and editing.
- Perform other photography and editing as needed.
- Perform other videography and editing as needed.
- Manage website postings and announcements.
- Create, schedule, and plan social media graphics for Facebook, Instagram, and Twitter (3 posts per platform per week).
- Share posts on LinkedIn once per week and/or as needed.

Development & Fundraising

- Produce and maintain a consistent communication plan with CGLA/MEHP supporters.
- Facilitate and assist with planning for upcoming events, including Odyssey, Golf Tournament, and School Carnival events.
- Coordinate services with other aspects of the development plan to assist CGLA/MEHP staff in meeting campaign goals.
- Prepare letters and emails to prospective and current donors.
- Assist with development of Annual Report.



- Create emails/letters for campaigns and events.
- Manage the donor management system.

Other Responsibilities

- Attend regular development meetings with the CEO and staff.
- Attend weekly meetings with CGLA/MEHP representatives in support of marketing requests.
- Coordinate services with the CEO to ensure goals are agreed upon and met.
- Recognize and adhere to fixed timetables for fulfillment of activities, with timelines adjustable by CGLA/MEHP.
- Consult with CEO and Director of Advancement and Fund Development concerning all work products and obtain approval for all written communication.
- Other duties as assigned.

QUALIFICATIONS

- Minimum of three years experience in marketing and/or communications.
- Proven administrative support skills, including the ability to multi-task and support varying personnel and demands
- Strong Microsoft Office skills
- Ability to work in a fast-paced environment and prioritize tasks
- Pass a criminal background check

KNOWLEDGE/SKILLS/ABILITIES

- Experience with Donor Perfect or similar donor management systems
- Aptitude and willingness to learn fundraising database system
- Experience with photography and videography
- Ability to work with website updates
- Excellent oral and written communication skills
- Motivated self-starter
- Strong organizational skills
- Familiarity with email marketing sites such as MailChimp
- Ability to work independently and as a team player
- Exceptional assessment and follow through skills
- Ability to manage various levels of task priority as driven by multiple team member projects
- Basic knowledge of various office equipment and computers, label making and mail merging
- Proficient in Windows including Power Point, Excel and Word
- Knowledge and ability to post and follow social media for CGLA and MEHP
- Be able to lift 25 pounds and be outdoors at times for events

Salary Range: \$42,500 - \$46,500



CGLA/MEHP is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Board of Education will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. CGLA/MEHP provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Printed Name:		Date:
Signature:		