Southern Teachers is assisting Mt. Bethel Christian Academy (MBCA) with its search for a Director of Marketing & Communications to lead school-wide marketing and communications efforts. In this twelve-month position reporting to the Director of Advancement, the Director of marketing and Communications is responsible for creating and executing content management strategies and a cohesive marketing plan.

The Director oversees website production and management of content, design, and training; produces marketing videos and advertisement/campaigns for use in local media; manages school-wide social presence; and collaborates on division-specific social media communications. He or she produces wide-ranging publications: internal (handbooks, weekly newsletter, programs), marketing (brochures, flyers, ads, magazines), advancement (annual reports, capital campaign materials), and admissions (online content, flyers, application materials). The Director chairs a Marketing & Communications Team and coordinates volunteers to produce materials that support admissions and advancement goals; manages the MBCA Brand Standards Guide and ensures schoolwide brand consistency; serves as a photographer and videographer for school events; maintains a digital catalog of all school photography; promotes school news to local, regional, and national media through press releases and other avenues; and sends emergency email and text communications to parents, staff, and other school community members using MBCA’s student information system software.

Candidates must fully agree with MBCA’s Statement of Faith & Doctrinal Statements and have a passion for Christ-centered instruction. They should hold degrees in communications, marketing, public relations, media production, or related fields and have work experience in marketing and communications, preferably in a school setting, video content production, online and print publication, and social media and website management.

Mt. Bethel Christian Academy is a thriving JK-12 school driven by its mission “to provide a Christ-centered education for our children through an environment which develops and encourages academic excellence, spiritual growth, and a lifelong love and desire for learning.” This commitment to high-quality academics combined with an authentic Biblical worldview has impacted lives for 23 years. The school’s caring community fosters an excitement for learning that produces students who go on to be successful independent learners who own their own growth both intellectually and spiritually. MBCA resides on two campuses and serves over 690 students.

To apply, please complete the online Application to become a Southern Teachers Candidate and submit a cover letter explaining your interest in and qualifications for this position, which begins as soon as feasible upon hire.