

Society for Christian Education in Southern Alberta

The Society for Christian Education (SCESA) has been operating Immanuel Christian Schools since 1962, providing quality Christian Education for families for more than 55 years. Our commitment and mission is to provide a Christian environment in which God calls His children to develop and use their gifts for joyful service in His Kingdom.

Immanuel Christian Schools (ICS) operates two campuses, an Elementary and Secondary School in Lethbridge, Alberta. Our membership consists of 345 families and ICS provides education to more than 550 students. We are an independent Society operating as an Alternate School within Lethbridge School District No.51.

POSITION DESCRIPTION:

The Communications Officer reports to the Business Manager and assists in promoting ICS and communicating with the community of SCESA. This is a part-time position, approximately 10-14 hours/week during the regular school year.

RESPONSIBILITIES:

Communications

1. Promote the mission of Immanuel Christian Schools and Teaching for Transformation, using a variety of channels, seeking new and creative methods of promotion.
2. Be responsible preparing and distributing communications to SCESA members, including monthly Society Journal, event announcements and society information.
3. Be responsible to maintain SCESA website and ICS social media platforms (including Facebook and Instagram).
4. Be responsible to manage the ICS Alumni Facebook group and create alumni engagement initiatives.
5. Manage Commercial Electronic Messaging files.
6. Design and produce printed and digital promotional materials as needed, as well as managing all promotional/branded items.
7. Attend ICS and SCESA events related to promoting Christian education, taking photographs for promotional purposes.
8. Provide support to the Promotions Committee, including attending meetings, taking minutes and reporting on duties completed.
9. Be responsible for the creation and completion of the annual ICS yearbook, including photography and design.

Fund Development

1. Provide support to the Fall Fundraiser Committee, including attending meetings and taking minutes.
2. Be responsible to manage and update Square POS profile and technology.
3. Assist with all fundraising activities and events as required.

Membership Development

1. Initiate conversation with prospective SCESA members, including families with children nearing school age and other eligible families.
2. Follow up directly with prospective families as requested by school administrators.
3. Promote ICS to potential new families, including in local Christian preschools and churches.
4. Make intentional contact with new SCESA members, including intentional connecting at SCESA & ICS events.
5. Communicate with new SCESA members regarding upcoming events and other pertinent information.
6. Develop relationships with local church pastors and key leaders to increase the profile of ICS in Lethbridge, including hosting an informational event for pastors during Christian Education Week.
7. Communicate regularly with local churches.

QUALIFICATIONS

The successful candidate will:

- Have a degree/diploma in Communications, Journalism, Public Relations or a related field; related experience may be considered in lieu of education.
- Have experience and knowledge in copywriting, proofreading, and editing for all media platforms.
- Proficiency in Microsoft Office, Adobe Creative Cloud, Canva, Google and Hover software.
- Have proven social media and networking expertise.
- Have good written, oral, and interpersonal communication skills.
- Have good attention to detail and ability to prioritize work tasks across a diverse set of people and multimedia platforms.
- Have a good understanding of Freedom of Information Privacy (FOIP) and other relevant regulations.
- Be highly motivated, with a commitment to excellence.
- Have knowledge of and passion for Christian education.