



Marketing & Events Coordinator

Tarbiyah Academy, an independent Islamic, International Baccalaureate school located in Elkridge, MD, seeks a Marketing & Events Coordinator. Reporting directly to the Head of School, the Coordinator is responsible for developing a marketing strategy in line with the school's vision and values and delivering on it through internal and external communications. The Coordinator will work closely with the Admissions Office, Administration, Faculty, and Parents.

The Coordinator will advance the following **priorities**:

- Plan and execute non-curricular programs that enhance the visibility and public perception of TA while raising funds for the school
- Organize activities that support the marketing and development objectives of TA
- Ensure clear and transparent communication between & amongst all constituencies of TA

Specific **responsibilities** to advance these priorities include the following:

- Manage, contribute and maintain all content for the School social media (Facebook, Instagram, etc.)
- Produce and distribute bimonthly electronic newsletter to current parent body
- Assist in distribution of email blasts as needed for events
- Attend and photograph on- and off-site School events; maintain the archival photo library for all TA events
- Review the production of all school publications related to events
- Create branding for the School across all media and audiences
- Develop & Update marketing plan as needed with strategic long-term and tactile short-term objectives
- Manage and plan department budget including all advertising and event expenses
- Maintain common editorial and graphic standards across school publications for branding reputation and integrity
- Coach colleagues in marketing, writing, publication skills
- Manage the school's volunteer databases including the school's Mandatory Parent Volunteering program
- Liaise with the school's parent group: Friends of Tarbiyah Academy (FTA)
- Create and maintain the school's year long event calendar
- Plan and execute all non-curricular related events and activities which will require occasional evenings and weekends as needed for events
- Manage the school's alumni database and create opportunities for alumni to reconnect with school

Successful candidates will have the following **qualifications**:

- Bachelor's degree
- Excellent writing and editorial skills, as well as an eye for publication design
- Ability to create content as well as identify and generate creative story ideas
- Strong organizational and time management skills
- Excellent interpersonal skills; ability to collaborate widely with various constituencies throughout the School's community
- Technical skills to support the above:
 - Photoshop
 - Illustrator
 - Word Press & HTML
 - MS Office
 - Adobe Acrobat