泽兰基督教学校 / Escuela Cristiana de Zeeland / Zeeland Christian School is a unique learning community where students grow academically, spiritually, and personally in a Christ-centered, trilingual environment. As the only three-school, 8th-grade school of its kind in the Midwest, we welcome and celebrate students of all abilities.

The Marketing and Communications Specialist works closely with the Director of Advancement and the Admissions and Enrollment Department to support and advance the marketing and communication efforts of Zeeland Christian School. This position has a strong emphasis on content creation and storytelling, capturing and sharing the stories, experiences, and mission of ZCS through engaging and meaningful content. The Specialist is responsible for coordinating a variety of marketing and communication projects, ensuring consistent messaging, strengthening brand awareness, and effectively communicating with school families and the broader community.

Primary responsibilities include creating marketing-specific content such as social media reels, posts, and stories; photography; videography; graphic design; and copywriting and editing. This position also coordinates and supports the development and distribution of school blogs and stories, social media content, printed materials, and school-to-parent communications.

The Marketing and Communications Specialist also provides support to the Director of Advancement in the development and execution of the annual marketing and communications calendar, graphic design projects, regular website updates, email campaigns, brand awareness initiatives, school merchandise, print design, and the documentation of insights and project reporting.

Qualified candidates will demonstrate strong storytelling, content gathering, and distribution skills, along with excellent verbal and written communication abilities, attention to detail, and organizational skills. Experience and proficiency in graphic design, videography, photography, social media content creation, and campaign management are important to the success of this position.

The ideal candidate is goal-oriented and results-driven, demonstrating initiative and a desire to make a meaningful difference at ZCS. This individual is personable and approachable, enjoys interacting with staff, families, volunteers, and donors, and works collaboratively with others to accomplish shared goals. A passion for Christian education and the mission of Zeeland Christian School, along with a growth-minded attitude and willingness to receive and respond to feedback, are essential.

As a member of the Zeeland Christian School community, the Marketing and Communications Specialist is expected to embrace and support the school's Christian mission and values. Candidates must affirm the ZCS Belief Statement, demonstrate a strong and clear Christian testimony, and reflect a mature, godly spirit and lifestyle of Biblical integrity. This position requires dedication, commitment, flexibility, and responsiveness to the needs of others, as well as a genuine philosophical commitment to Christian education. The successful candidate will embody the ZCS Core Values of **Relentless Curiosity, Deep Joy, and Faithfully All-In**.

How to Apply

Interested applicants may apply by:

- Emailing a completed application, cover letter, and resume to **jobs@zcs.org**.
- Completing the ZCS application questions.