



Position Profile

Next Gen Communications Coordinator (Part-time)

Reports to: Next Gen Creative Director, dotted line to Communications Director

Purpose

The Next Gen Communications Coordinator is responsible for assisting the Next Gen creative team in the ideation, creation and implementation of all realms of Cross Point's Next Gen digital footprint. This primarily includes the Cross Point Students Instagram account and email communication from the Next Gen team to parents, Kids and Students.

Qualifications & Experience

This role requires experience in the strategies, creation and execution of social media and digital marketing.

Skills & Abilities

- Excellent written communication skills, time management skills and the ability to multi-task and prioritize work
- Attention to detail and problem-solving skills
- Familiarity with pop culture trends and their application to the brand of Cross Point Kids, Cross Point Students and Cross Point College
- Understanding of marketing metrics and the ability to interpret the results and to take action to increase effectiveness of campaigns
- Competency with Adobe Creative Suite, photography and/or video, or any other content creation ability is preferred

Primary Responsibilities

- Utilize tools to schedule and plan Cross Point Students social media
- Champion the StoryBrand philosophy as it pertains to Cross Point's Next Gen digital experience
- Execute/post and respond to all Next Gen social media
- Develop Students to assist in the creation of content and management of social media
- Assist the Next Gen team in coordinating communication with parents via email and text message