



3611 MARKETING & MEDIA MANAGER

Policy Type: Human Resources Manual

Applies to: Employees

Approved By: Head of Schools

Policy Reviewed: Every 2 Years

Adopted: 01 2021

Revisions: 10 2025

POSITION OVERVIEW

The Marketing & Media Manager is responsible for developing and maintaining marketing and communication strategies that advance the mission and strategic objectives of Langley Christian School (LCS). This role ensures that the LCS brand is consistently represented through high-quality storytelling, media production, and digital communication.

Working collaboratively with the Communications Coordinator, the Marketing & Media Manager oversees the planning, creation, and delivery of content that informs, engages, and inspires the LCS community and the broader public.

PRIMARY RESPONSIBILITIES

Marketing & Communications

- Develop and implement marketing strategies that align with LCS's mission and strategic goals.
- Ensure consistent messaging, tone, and visual identity across all communication platforms.
- Monitor and evaluate the effectiveness of marketing and communication initiatives.

Digital Media & Storytelling

- Produce video, photography, and podcast content that highlights the people, programs, and values of LCS.
- Develop storytelling pieces for campaigns, events, and community engagement.
- Support communication and media needs for fundraising initiatives.

Social Media Management

- Oversee and implement the school's social media plan, including Facebook, Instagram, Vimeo, YouTube, and blog content.
- Plan, create, and schedule posts that engage audiences and reflect the school's mission.
- Monitor activity and engagement, maintaining appropriate tone and brand representation.
- Research emerging platforms and trends to inform strategy.

Website Management

- Oversee design, updates, and ongoing maintenance of the main LCS website and related microsites.
- Collaborate with the Network Administrator on web server function and security.
- Work with the Finance Department to maintain effective online payment and donation tools.

Communications & Publications

- Write, edit, and coordinate content for the weekly parent newsletter and other internal communications.
- Support and edit copy for public-facing communications, including press releases and promotional materials.
- Maintain strong relationships with external vendors, partners, and media contacts.

Reviewed: 09 2025