



3616 COMMUNICATIONS COORDINATOR

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 Communications Coordinator is responsible for maintaining and advancing the visual and brand identity of Langley Christian School (LCS) through high-quality design and communications materials. This role ensures that all internal and external communications reflect the school's mission, values, and professional standards.

The Communications Coordinator develops and designs print and digital materials, manages the application of the LCS Brand Guide across all departments, and provides creative support for school events, marketing initiatives, and fundraising campaigns. The role also coordinates the production of communications materials with external vendors and printers.

Working collaboratively with the Marketing & Media Manager, the Communications Coordinator serves as a key resource to the Head of School and the broader LCS community.

PRIMARY RESPONSIBILITIES

Design & Brand Management

- Design and produce high-quality marketing, promotional, and communication materials for both digital and print distribution.
- Maintain and enforce adherence to the LCS Brand Guide across all departments, ensuring visual and messaging consistency.
- Develop templates and tools to support staff in using brand-aligned materials.
- Lead creative design for large-scale or high-visibility projects, including event materials, campaign graphics, and signage.

Publications & Communications

- Design, prepare, and distribute the weekly parent newsletter and other internal communications.
- Create and format documents, brochures, presentations, and reports that reflect the LCS brand and communication standards.

- Support the Marketing & Media Manager in producing public-facing content for campaigns and events.

Event & Fundraising Support

- Design and coordinate event-related materials, including programs, banners, invitations, and promotional items.
- Develop and format materials to support fundraising and donor engagement initiatives.
- Collaborate with relevant departments to ensure cohesive branding and messaging for all events and campaigns.

Vendor & Production Management

- Coordinate all print production, including quotes, proofs, and delivery timelines.
- Maintain relationships with external printers and design vendors to ensure quality and consistency.
- Oversee procurement of branded materials and manage associated budgets as approved.

COLLABORATION

- Reports directly to the Head of School and serves as part of the Head Administration Office team.
- Works closely with the Marketing & Media Manager on coordinated communication strategies and shared projects.
- Collaborates with staff and departments across the organization to provide design and communication support as needed.