

## Communication and Development Coordinator

Status: Exempt, Full-Time, Calendar Year

### Overall Objectives

To manage the school's interactions with the Yinghua community and general public to promote the school's mission, vision, and prominence as an outstanding educational institution, and to obtain funds to support, sustain, and develop the school.

### Principal Roles & Responsibilities

#### Communication

- ✓ Prepares communications for Executive Director and other school leaders.
- ✓ Prepares an annual report, World's Best Workforce report, and other reports to meet State of Minnesota, Friends of Education, and grant maker requirements.
- ✓ Creates and executes a school-to-parent/guardian communication plan incorporating tools such as a weekly newsletter, email blasts, social media, and the school website.
- ✓ Oversees development and updating of marketing materials including the website.
- ✓ Collaborates with the Executive Director and Registrar to develop and manage a student recruitment and retention plan including school tours and social media in order to meet annual enrollment targets.
- ✓ Maintains an effective marketing strategy promoting the school's mission and vision. Sets strategy to keep the school's reputation prominent among peer institutions in Minnesota, the US, and abroad.
- ✓ Other duties as assigned by the Executive Director.

#### Development

- ✓ Uses a constituent management system to maintain accurate donor and alumni records. Maintains data entry requirements by following data program techniques and procedures. Verifies entered data by reviewing, correcting, deleting, or reentering data. Protects operations by keeping information confidential.
- ✓ Acknowledges donations and issues donor receipts in a timely manner. Coordinates donor stewardship and recognition activities.
- ✓ Other duties as assigned by the Executive Director.

#### Professional Conduct

- ✓ Models and encourages all behavior outlined by the Board-approved Professional Conduct Policy.
- ✓ Maintains a professional image; completes responsibilities in a timely and accurate manner.
- ✓ Meets set objectives and goals, requiring minimum supervision and direction.
- ✓ Takes responsibility for own actions; ensures a positive working environment for staff.
- ✓ Demonstrates a commitment to the organization.

## RECOMMENDED QUALIFICATIONS

### Overall

- ✓ Excellent writer. Writes with precision and accuracy considering multiple perspectives. Taps versatility to quickly draft new communications to meet needs of fast-paced environment. Able to match communication style of school leaders. Presents a compelling case for Yinghua to multiple audiences.
- ✓ Resourceful team player. Seeks advice and gathers examples and ideas. Shares options with leaders.

### Technology

- ✓ Maintains and maximizes use of constituent management system.
- ✓ Maintains and seeks to improve website.
- ✓ Uses social media and other technologies to promote school.
- ✓ Familiarity with both Microsoft Office and Google Workspace

### General

- ✓ Is committed to education and to the mission and vision of Yinghua Academy.
- ✓ Has excellent project-management and decision-making skills to maximize the coordination and effectiveness of the position's diverse responsibilities.
- ✓ Is able to handle pressure with grace.
- ✓ Prior marketing, fundraising, and/or public relations experience, preferably in a school or education-based nonprofit.
- ✓ Bi-lingual in Mandarin Chinese and English preferred but not required

### Education

- ✓ Bachelor's Degree; Master's degree preferred.

**Employment Requirements:** Meets all employment requirements including, but not limited to, criminal background checks and reference checks.

**Salary Range:** \$45k - \$50k, performance-based increases

**Benefits:** We offer a comprehensive benefits package for employees working a minimum of 30 hours per week. This includes health, dental, and vision insurance, Kavira (direct-to-employer healthcare), Flexible Spending Accounts for medical and dependent care, as well as life insurance, accidental death and dismemberment (AD&D) coverage, and long-term disability insurance.

**Goal Start Date:** ASAP

**Contact:** Send Cover Letter, Resume, and [Application for Employment](#) to HR@yinghuaacademy.org.

**Yinghua Academy is an Equal Opportunity Employer**