



WESTMINSTER CHRISTIAN ACADEMY

237 Johns Road/Huntsville, AL/35806

JOB TITLE: ADVANCEMENT ASSOCIATE

POSITION OVERVIEW:

Westminster Christian Academy is seeking a creative, organized, and mission-driven Advancement Coordinator to support the school's advancement, communications, marketing, and community engagement efforts.

Reporting to the Director of Advancement, this position plays a key role in helping communicate and promote the mission, life, and vision of Westminster across all areas of the school, including admissions, athletics, fine arts, advancement, and campus programs. The Advancement Coordinator will assist in creating and executing communication strategies, marketing initiatives, fundraising support efforts, social media content, and advancement events that strengthen community engagement and philanthropic support.

This position combines strategic communication and marketing responsibilities with hands-on event coordination and operational support. The ideal candidate is highly collaborative, detail-oriented, creative, flexible, and committed to Christian education.

This is a full-time, non-exempt position that may require occasional evening and weekend responsibilities associated with school events, advancement activities, athletic events, fine arts performances, and community engagement opportunities.

KEY RESPONSIBILITIES:

Communications & Marketing

- Assist in developing and executing internal and external communications plans aligned with the mission and strategic priorities of the school.
- Help ensure consistent branding, messaging, and communication standards across campuses and departments.
- Create and manage content for:
 - School websites
 - Social media platforms
 - Digital newsletters and email campaigns
 - Printed publications and promotional materials
 - Advertising and event communications
- Coordinate photography, video, stories, testimonials, and other content highlighting the life and mission of the school.
- Maintain and update website and social media content to ensure accuracy, timeliness, and visual excellence.
- Support communication coordination between admissions, advancement, athletics, fine arts, parent organizations, and school leadership.

Advancement & Event Support

- Support annual fund campaigns, donor communications, capital campaign initiatives, and stewardship efforts through communication and promotional support.
- Assist with planning and execution of advancement events, donor gatherings, community events, and campus celebrations.

- Coordinate event logistics including scheduling, registration, volunteer coordination, vendor communication, signage, and promotional materials.
- Assist with sponsorship coordination and community partnership support related to events, athletics, and school programs.
- Help maintain organized communication systems and advancement support processes.

Collaboration & Administrative Support

- Work collaboratively with school leadership, faculty, staff, coaches, parent organizations, and volunteers to support school-wide communication and advancement initiatives.
- Assist in developing organized communication workflows, calendars, and approval processes.
- Support advancement database and communication systems as assigned.
- Attend school meetings, events, and planning sessions as requested.
- Perform additional duties as assigned by school leadership

QUALIFICATIONS:

Spiritual & Mission Alignment

- Demonstrates a clear Christian testimony and a mature, growing relationship with Jesus Christ.
- Fully supports the mission, philosophy, and values of Westminster Christian Academy.
- Exhibits professionalism, integrity, humility, creativity, and a servant-hearted attitude.

Education & Experience

- Bachelor's degree preferred in communications, marketing, public relations, advancement, business, graphic design, or a related field.
- Experience in communications, marketing, advancement, event coordination, admissions, or nonprofit development preferred.
- Experience in a Christian school, nonprofit, or mission-driven organization strongly preferred.

Skills & Competencies

- Excellent written, verbal, and interpersonal communication skills.
- Strong organizational skills with attention to detail and follow-through.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Strong collaborative and creative problem-solving abilities.
- Ability to maintain confidentiality and professionalism.
- Proficiency in Microsoft Office, Google Workspace, Canva, social media platforms, website content management systems, and digital communication tools.
- Familiarity with Adobe Creative Suite, photography, video editing, and advancement or CRM systems preferred.

EMPLOYMENT INFORMATION:

- Reports To: Director of Advancement
- Classification: Non-Exempt
- Schedule: Full-Time

Works Closely With:

- Annual Fund Director
- Capital Campaign Coordinator
- Director of Admissions
- Athletics & Fine Arts Leadership
- Parent Organizations
- School Administration