



WEST VALLEY CHRISTIAN SCHOOL

Job Title:	Marketing and Fundraising Coordinator	Job Category:	Exempt
Department:	Staff	Job Pay Type:	Salary
Campus:	All	Position Type:	Part Time
Reports To:	Executive Director	Expected Hours Per Week:	~20-25 hours (<i>hours will vary based on seasonal and event needs</i>)

West Valley Christian School Mission Statement

West Valley Christian School equips students for life by providing Academic excellence, a Biblical foundation, and a Christ-centered community.

Job Summary

West Valley Christian School (WVCS) is seeking a passionate and mission-driven Part-Time Marketing and Fundraising Coordinator. The Marketing and Fundraising Coordinator supports the mission of West Valley Christian School by leading efforts in both external communications and development. This part-time role is responsible for executing marketing strategies, managing school communications, and coordinating fundraising campaigns and events. The coordinator will work closely with school leadership to tell the WVCS story and cultivate community engagement and generosity.

Role and Responsibilities

Fundraising Strategy & Execution

- Implement and assist the Executive Director in execution of a strategic fundraising plan aligned with WVCS's mission and financial needs.
- Lead and coordinate major fundraising events, including the Annual Dinner & Auction and Warrior Run.
- Support the Capital Campaign by assisting in donor cultivation and campaign execution.
- Manage and grow ongoing donor relations, including annual giving campaigns and recurring donations.
- Partner with principals and department directors to support fundraising efforts for student trips and special projects.

Donor Engagement & Relationship Management

- Identify, cultivate, and maintain relationships with major donors, alumni, foundations, and corporate sponsors.
- Implement a donor recognition and appreciation strategy to encourage continued support.
- Maintain accurate donor records and giving histories using the school's fundraising database.
- Work with the Executive Director and Board to develop strategic donor outreach initiatives.

Community & Event Coordination

- Represent WVCS at community and donor events, serving as an advocate for the school's mission.



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- Collaborate with marketing and communications teams to develop fundraising materials and campaigns.
- Assist in the planning and execution of fundraising events, ensuring smooth operations and donor engagement.

Financial Oversight & Compliance

- Assist in managing the fundraising budget, ensuring responsible use of resources.
- Track and report fundraising progress and outcomes to the Executive Director and/or Board.
- Ensure fundraising activities comply with ethical, legal, and financial regulations.

Marketing

- *Marketing and Communications Plan* — Implement a comprehensive marketing and communications plan for WVCS.
- *WVCS Internal Marketing and Communications* — Manage an internal marketing strategy to reinforce WVCS's core brand messages and customer satisfaction to the parent community. Provide a regular flow of internal marketing communications to the current parents of WVCS through mailings, the school's website, Facebook & Instagram, other social media, email, newsletter, school calendar (Tandem) and other strategies.
- *Word-of-Mouth Marketing* — Support and assist Executive Director in executing an effective word-of-mouth marketing strategy to create internal and external buzz for WVCS throughout the school and surrounding communities. Get WVCS on the "tips of tongues" in our community.
- *Web-Based Marketing* — Provide oversight and leadership to the design and development of the WVCS websites by regularly updating the content, news, and pictures/videos. In addition, web-based marketing strategies should be utilized to increase the school's online presence, including the effective use of social media sites and search engine optimization for the website.
- *External Marketing* — Manage an external marketing effort that will generate increased awareness for WVCS within all of its target constituencies, including parents, faculty/staff, grandparents, alumni, donors, and friends, as well as within the surrounding communities.
- *Media and Public Relations* — Develop relationships with and provide press releases to the media to provide newsworthy stories that will tell the WVCS story to the community. Serve as the main spokesperson, along with the WVCS administration, in all communications to the public.
- *WVCS Brand* — Alongside the Executive Director, provide leadership to the WVCS community for the brand by enforcing brand standards as well as reviewing and approving all collateral and web-based communications.
- *Story Telling* — Communicate the stories of WVCS's students, graduates, faculty, staff and parents in the marketing effort. Tell the WVCS story through effective writing and speaking.

(WVCS partners with Legacy Creative for marketing needs. Legacy Creative will be able to create much of the visual/website content and strategies needed through the direction of the Marketing and Fundraising Coordinator).

Education, Qualifications, Skills, and Experience



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- A committed follower of Jesus Christ, demonstrating spiritual maturity and a calling to Christian education, who aligns with WVCS's mission and Statement of Faith.
- Faithfully attends and supports a local church whose beliefs align with the school's statement of faith.
- Bachelor's degree in Fundraising, Business, Communications, Nonprofit Management, or a related field (preferred but not required).
- Minimum of 2-3 years preferred fundraising, donor relations, or event coordination (experience in a Christian or school setting is a plus).
- Excellent interpersonal, verbal, and written communication skills, with the ability to inspire generosity.
- Strong event planning and organizational skills with the ability to motivate a team of volunteers toward a common goal.
- Proficiency in fundraising software, CRM databases, and Microsoft Office Suite.
- Ability to collaborate across departments and engage various stakeholders in fundraising and marketing initiatives.
- Willing to obtain and maintain ACSI (*Association of Christian Schools International*) certification.
- Must have and maintain a valid Level One IVP fingerprint card.
- Must have and maintain a valid Arizona driver's license.
- Obtain and maintain CPR/First Aid certification.

Physical Requirements

- Use a computer (visual and keyboarding) for long periods.
- Able to remain stationary (sitting or standing) 50% of the time.
- Occasionally lift up to 25 pounds.
- At times requires stooping, bending, turning, pushing, pulling, reaching and climbing stairs (2-story).
- Use hands, fingers, and arms to reach, grip, and maneuver objects.
- Must be able to respond quickly to sounds (fire/security alarms).
- Work in noisy and crowded school environments.
- Able to work a flexible schedule, including weekends and evenings when needed.
- Frequent walking throughout the campus.

Background Check Statement:

WVCS conducts pre-employment screening for all positions, which includes a criminal background check and verification of work history, academic credentials, licenses, and certifications.

PLEASE NOTE: Subject to the Constitution of the United States and all applicable state and federal laws, West Valley Christian School does not discriminate against applicants or students based on race, color, and national or ethnic origin in its admissions or the administration of its education policies, programs, or activities. In addition, subject to the Constitution of the United States and all applicable state and federal laws, West Valley Christian School does not discriminate in its employment practices. West Valley Christian School is a Christian education institution and, in compliance with Title VII of the Civil Rights Act of 1964, reserves the right to give preference in employment based upon religion. We desire to build an employee community of individuals living out their Christian faith who agree with our Statement of Faith, beliefs, philosophy, and qualifications.



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West Valley Christian School | Statement of Faith

- I believe the Bible to be the inspired, only infallible, authoritative, inerrant Word of God (2 *Timothy 3:16*, 2 *Peter 1:20*).
- I believe there is one God, eternally existent in three persons: Father, Son and Holy Spirit (1 *John 5:7*, *Matthew 28:19*).
- I believe in the deity of our Lord Jesus Christ, His virgin birth, His sinless life, His miracles, His vicarious and atoning death through His shed blood, His bodily resurrection, His ascension to the right hand of the Father, and His personal return in power and glory (*Philippians 2:6-11*; *Luke 1:36-38*; 1 *Peter 3:18*; *Hebrews 2:9*; *Acts 2:23-24*; *Hebrews 8:1*; *Matthew 26:64*; *Hebrews 10:37*; *Luke 21:27*).
- I believe that for salvation of lost and sinful man, regeneration by the Holy Spirit is absolutely essential (*Romans 5:12-19*; 1 *John 3:5-8*; *Titus 3:5*).
- I believe in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life (*John 16:8-10*; 1 *Corinthians 3:16*, 6:19; *Romans 8:4-8*).
- I believe in the resurrection of both the saved and the lost: the saved unto the resurrection of life, and the lost unto the resurrection of damnation (*John 5:28-29*; *Matthew 25:46*; 1 *Thessalonians 4:17*; *Revelation 20:11-15*, 21:8, 22:11).
- I believe in the spiritual unity of believers in our Lord Jesus Christ (1 *Corinthians 12:12-27*).
- I believe that God wonderfully and immutably creates each person as male or female. These two distinct, complementary genders together reflect the image and nature of God (*Genesis 1:26-27*). We believe that rejection of one's biological sex is a rejection of the image of God within that person.
- I believe that the term "marriage" has only one meaning: the uniting of one man and one woman in a single, exclusive union, as delineated in Scripture (*Genesis 2:18-25*). We believe that the institution of marriage is established in scripture as an ordinance that points the world to the relationship God desires for His church (*Ephesians 5:25-27*, *Revelation 19:7-9*, *Revelation 21:2-9*, *Isaiah 54:5*).
- I believe that in order to preserve the function and integrity of West Valley Christian School as an extension of the Body of Christ, and to provide a biblical role model to the community, it is imperative that all persons employed by West Valley Christian School in any capacity agree to and abide by all points put forward within this statement of faith (*Matthew 5:16*, *Philippians 2:14-16*, 1 *Thessalonians 5:22*).

