



Veritas Christian Academy

Marketing & Development

Media & Publications

Oversee and coordinate school communications and publications to strengthen community engagement, promote the mission of Veritas Christian Academy, and maintain a consistent institutional voice.

- **Voice of Veritas Newsletter:** Work with Communications Director to develop and distribute the weekly school newsletter, ensuring timely and accurate communication with families.
- **Social Media & Content:** Manage the school's Facebook and Instagram accounts, including photography, content creation, copywriting, scheduling, and community engagement.
- Develop engaging content through blog posts, podcasts, and other digital platforms to highlight school life, student achievements, classical Christ-centered education, and the Veritas mission.
- **Veritas Yearbook:** Collaborate with the Yearbook class/elective to provide photography and content, ensuring consistency with Veritas's branding. Review and approve the Yearbook's theme, design, and overall visual identity.
- **Vox Veritatis Magazine:** Coordinate content development, editing, and publication of the school's magazine.
- **Press & Public Relations:** Draft and distribute press releases highlighting school announcements, accomplishments, events, and significant milestones.

Marketing & Brand Management

Promote Veritas Christian Academy through strategic marketing initiatives, consistent branding, and collaborative support of school programs and events.

- **Schoolwide Marketing Support:** Provide promotional and communications support for VCA Athletics, Theatre Veritas, senior fundraising initiatives, PTF events, the Spring Gala, Night of the Arts, and other schoolwide programs and activities.

- **Promotional Materials:** Design and coordinate flyers, digital graphics, event announcements, social media campaigns, and other marketing materials.
- **Event Registration & Forms:** Create and manage FACTS forms for event registrations, fundraising initiatives, and other school activities as needed.
- **Brand Stewardship:** Serve as the primary point of contact for school branding, ensuring consistency in logos, typography, colors, messaging, and visual identity across school communications and materials.
- **Digital Advertising:** Manage and maintain Google Ads campaigns to support school visibility, enrollment awareness, and outreach efforts.

Development & Fundraising

Support the school's advancement and fundraising initiatives through strategic communications, donor engagement, event leadership, and administrative coordination.

- **Annual Fund:** Collaborate with the Headmaster to develop and execute Annual Fund communications, including appeals, promotional materials, and online giving opportunities.
- **Giving Platforms:** Coordinate and facilitate fundraising payment and donation platforms, including Square, Venmo, and FACTS, to support schoolwide giving initiatives.
- **Senior Fundraising:** Provide communications, promotional, and administrative support for senior class fundraising efforts.
- **Spring Gala Leadership:** Serve as Chair of the Spring Gala, traditionally held biennially, overseeing event planning, committee coordination, sponsorship development, promotional efforts, and fundraising initiatives.

Overall Purpose

The Marketing & Development role serves to strengthen the visibility, identity, and mission of Veritas Christian Academy through thoughtful communication, consistent branding, community engagement, and strategic fundraising support. Working collaboratively with school leadership, faculty, staff, and parent volunteers, this position helps communicate the distinctive value of a Christ-centered, classical education while cultivating meaningful relationships within the Veritas community and beyond.