



VCLA STRATEGIC DIRECTOR

REPORTS TO	VCLA Pastor
CLASSIFICATION	Full Time, avg 40 – 45 hrs/wk
EXEMPTION	Ministerial Exception

POSITION SUMMARY

The VCLA Strategic Director will partner with the VCLA Pastor in advancing the vision and strategic direction of all VCLA initiatives.

GIFT BASE

- Motivated/Hungry
- Strategic
- Collaborative
- Flexible
- Detail Oriented
- Written/Verbal Communication

ROLE REQUIREMENTS

- A passion for following Jesus and unity with the vision of Valley Creek
- Works well in a fast-paced and dynamic team environment
- Effective verbal and written communication skills
- Ability to build and execute an effective marketing and admissions strategy
- Ability to manage multiple tasks, prioritize responsibilities, and meet deadlines effectively

ROLE RESPONSIBILITIES

- Develop and execute a yearly marketing plan (print, online, social media, interest gatherings, etc.) that increases awareness of VCLA
- Create processes in our database software and provide ongoing oversight to create a timely and excellent admissions process for prospective students, interns, and residents
- Serve as the primary voice for all external VCLA communication to prospective students, parents, alumni, guest communicators, and Valley Creek staff
- Plan and execute VCLA events (preview events, graduation, etc.) from ideation to completion
- Oversee the VCLA academic and event calendars
- Representing VCLA while working cross-departmentally with other Valley Creek teams
- This is not an exclusive list of responsibilities, other tasks may be assigned according to ministry needs

WORK HOURS

- Required work hours are Monday – Friday, 8:30am to 5pm
- Required to work during all worship experiences on Christmas Eve and Easter, as well as other possible events outside of normal working hours