

**Position Title:** Marketing Coordinator  
**Date Modified:** January 2025  
**FLSA Classification:** Exempt – 12 Month Schedule of Duties, 100% FTE  
**Reports To:** Head of School

**Position Summary:** The Marketing Coordinator will support RHP marketing initiatives working closely with the Marketing Committee of the Board of Trustees and the Enrollment and Communications Director. This position focuses on content creation, campaign coordination, and collateral management. This role is ideal for someone who has an interest in social media platforms and analytics, for raising awareness for private independent education, and who is eager to collaborate in a fast-paced, innovative environment. The successful candidate will work on visual design projects, written content creation, and social media engagement to elevate the brand and engage target audiences. Candidates will consult and work with the Board of Trustees marketing committee to support website development among other new initiatives.

## **Key Responsibilities**

### ***Campaign Coordination***

- Assist in executing marketing campaigns across email, print, and social media channels, ensuring timely delivery and alignment with overall strategy.
- Track campaign performance metrics (e.g., engagement, open rates, and click-through rates) and provide insights for optimization.

### ***Visual Design & Content Creation***

- Be a member of the team that creates marketing materials such as brochures, flyers, social media graphics, email templates, and promotional items using tools like Canva or Adobe Creative Suite.
- Ensure all designs align with brand guidelines and maintain a consistent, professional appearance across platforms.
- Assist with managing content creation and updates on the website.

### ***Written Content Creation***

- Develop compelling written content, including blog posts, email copy, social media captions, and promotional text for various marketing and event campaigns.
- Edit and proofread materials to ensure clarity, accuracy, and alignment with brand voice.
- Research topics relevant to education and offerings at RHP to create meaningful and engaging content for target audiences.

### ***Collateral & Inventory Management***

- Maintain an organized inventory of marketing materials, and research ways to distribute up-to-date brochures, flyers, signs, banners and promotional items to educational



constituents/businesses/families.

- Coordinate with vendors for reordering and updating materials as needed.

### ***Administrative Support***

- Support admissions, development and faculty team members on ad hoc projects as needed.
- Provide administrative support as needed and requested by the Head of School.

### ***Online and Social Engagement***

- Collaborating in creating content for social platforms relevant to education promotion which includes posts, online reviews and engagement.

### **Other Considerations**

- Start date: April-May 2025
- Annual Salary \$69,000 - \$73,000

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, Graphic Design, or videography (or equivalent experience).
- 1–2 years of experience in marketing or a related role.
- Proficiency in Canva or Adobe Creative Suite for design tasks.
- Shoots and edits content for social media and website.
- Expertise in identifying content hooks and storytelling opportunities across platforms while overseeing the creative process.
- Familiarity with email marketing platforms (e.g., Mailchimp, Constant Contact) and social media management.
- Highly organized with the ability to multitask in a deadline-driven environment.

### **Preferred Skills**

- Experience with traditional marketing channels (e.g. print, radio, direct mail).
- Interest or experience in the education field or relevant industry.

### **Personal Attributes**

- Creative and detail-oriented, with a keen eye for design.
- Strong organizational and time-management skills.
- Collaborative and team-oriented with a positive attitude.
- Empathetic and passionate about promoting high quality education.

*EQUAL OPPORTUNITY EMPLOYER: No person shall, on the basis of race, color, national origin, age, sex, sexual orientation, gender identity, disability/handicap, or religion, be excluded from participation in, be denied the benefits of, or be subjected to discrimination, harassment, or retaliation in the school's employment opportunities.*

**To Apply:** Please submit your resume, a portfolio showcasing your design and written work, and a cover letter highlighting your relevant experience and enthusiasm for this role to [yholguin@rollinghillsprep.org](mailto:yholguin@rollinghillsprep.org)



For more information about our school, visit our website at [www.rollinghillsprep.org](http://www.rollinghillsprep.org)