

MARKETING AND COMMUNICATIONS ASSOCIATE

The marketing and communications associate develops and implements marketing and communications strategies to create positive community awareness of New Roots Charter School educational programs and activities to reach both the internal and external school community and partners. Supervised by Director of Community Engagement.

Job responsibilities include:

- Design, manage, and publish consistent internal Newt's News newsletters to the internal school community with support from team supervisor for content production and ideas.
- Design and implement organic social media campaigns (Facebook, Instagram, and Twitter) to share what's happening on campus during the school year.
- Manage all aspects of digital lobby screen: strategy, content creation, publishing strategy, and technical support.
- Procure, organize, and manage annual photo databases for use on the website, social media, and advertising campaigns.
- Design, manage, and publish seasonal (4x/year) external Newt's News newsletters to alumni students/families, community partners, and local leaders.
- Develop and maintain a stakeholder database. Include: donors, prospective donors, foundation directors, corporate leaders, government officials, visitors, board of directors.
- Publicize school information and events via news media, community calendars, list serves, and other avenues.
- Other responsibilities and tasks as assigned by the Director of Community Engagement or the Principal and Superintendent.

Qualifications:

- Relevant degree and/or experience in marketing.
- Strong written and verbal communication skills, including copywriting.
- Proficient in software related to email marketing, social media, website maintenance, and databases. Design experience a plus.
- Interested in being part of a small, mission-driven organization

We anticipate that job responsibilities for all positions will evolve as our organization grows. Successful employees demonstrate capacity for flexibility and the multifaceted skills that will nurture this growth.

A sustainable community is a diverse, inclusive network of people. New Roots Charter School is an equal opportunity employer—applicants will be considered solely on the basis of qualifications and ability, without regard to race, religion, color, sex, age, national origin, sexual orientation, disability, or veteran status.