

MARKETING SPECIALIST

Part time, temporary position
2023-24

The marketing specialist develops marketing materials and designs social media campaigns to create positive community awareness of New Roots Charter School educational programs and activities to reach a target audience of prospective students and their families.

The Marketing Specialist works under the supervision of the Director of Community Engagement, in coordination with the Principal.

Job responsibilities include:

- Design marketing images and materials for social media, advertisements in local media, advertisements in print media, and community poster campaigns
- Publicize school information and events via social media with both organic and strategic social media advertising campaigns (Facebook & Instagram)
- Manage comment sections of social media channels (Facebook & Instagram)
- Other duties as assigned by supervisor or the Principal (time allowing)

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.