



## **Position Title: Manager of Marketing and Communications**

### **Academy Background**

Columbus Classical Academy, a Hillsdale College Curriculum School, opened in August 2023 as the first fully private, classical, K-12 school teaching the Hillsdale curriculum in the central Ohio region. CCA is seeking a qualified and passionate individual to serve as its Manager of Marketing and Communications (MMC).

### **Position Summary**

As the guardian of the school's public image, you will play a pivotal role in promoting its mission, values, and academic excellence to the broader community. The ideal candidate will possess a strong background in marketing and communications, a passion for classical education, a willingness and creative ability to tailor modern marketing strategies to the philosophy and aesthetic of a classical school, and the ability to create and implement marketing initiatives primarily targeted at driving applications and enrollment. The MMC will report directly to the Executive Director of Development. This is a full-time position with some evening and weekend responsibilities.

### **Skills and Abilities**

- Passionate commitment to the principles of classical, K-12 education
- Exhibits personal integrity, professionalism and high moral character
- Genuine love of children and school environments
- Excellent communicator, both orally and by the written word
- Organized, efficient, and disciplined in the management of tasks and in their timely completion
- Strong work ethic and a willingness and capacity to put in long hours when necessary
- Facility with all forms of social media, website development, blog management
- Experience with photography, videography, print and graphic design
- Comfortable learning new systems and platforms
- Responsive and timely with communications and completion of tasks
- Energetic and enthusiastic, with the ability and desire for community engagement
- Capacity to manage and execute effectively upon numerous initiatives at once

### **Duties and Responsibilities**

- **Develop and Implement Marketing and Enrollment Strategy:**
  - Devise comprehensive marketing strategies to promote and advance the school's application and enrollment totals.
  - Assist with the planning and execution of events as well as the design and creation of content to promote and advance the school's fundraising and development goals.
  - Conduct market research to identify trends, opportunities, and competitive positioning.
- **Content Creation and Branding:**
  - Create compelling and engaging content for various platforms, including the school website, social media, newsletters, and traditional media outlets.
  - Ensure brand consistency in all communication materials and messaging.
- **Digital Marketing:**
  - Oversee the school's online presence, including the management of the website, social media accounts, and email campaigns.
  - Utilize digital marketing tools to optimize reach and engagement.
  - Photography and videography skills and the ability to properly edit photos and videos into compelling stories is required.



- **Public Relations:**
  - Foster positive relationships with media outlets, stakeholders, and community partners.
  - Draft and distribute press releases, articles, and other materials to enhance the school's public image.
- **Event Promotion:**
  - Coordinate and promote school events, including information sessions, speaker series, performances, fundraising events, etc.
  - Collaborate with event organizers to ensure effective promotion and attendance.
- **Collaboration and Communication:**
  - Work closely with academic staff to gather information about student achievements, faculty expertise, sporting events, and other newsworthy items.
  - Collaborate with other departments to ensure consistent messaging and alignment with overall school goals.
- **Analytics and Reporting:**
  - Monitor and analyze the performance of marketing initiatives using relevant tools and metrics.
  - Provide regular reports on the effectiveness of marketing strategies and make data-driven recommendations for improvement.

#### **Minimum Qualifications**

- A bachelor's degree, preferably in Marketing, Communications, or a related field;
- At least 2 years of professional experience in marketing/communications

#### **Preferred Qualifications**

- Marketing and admissions experience in a K-12, private school
- Direct experience or educational or professional relationship with Hillsdale College's K-12 initiative and/or its affiliated K-12 schools

#### **Application**

This position is open immediately and is located in Columbus, OH. Please indicate your interest in this position by submitting a resume, cover letter, and portfolio highlighting previous marketing and communications projects to the Executive Director of Development, Mrs. Janine King, at [jking@columbusclassical.org](mailto:jking@columbusclassical.org).