



The Montessori School

Role: Marketing & Admissions Coordinator

Schedule: 8:00am - 3:00pm (35 hours per week) starting the first week of October

Pay: Starting between \$17 and \$20 per hour dependent on experience

Location: 750 Howard St. Kalamazoo, MI 49008

Benefits: 401(k), 401(k) matching, Paid time off, Health Insurance, Dental, Vision, Tuition Discount for dependents (25% off)

To Apply: Submit a resume to headofschool@themontessorischool.org. Applicants will be considered as they apply.

The Montessori School is a non-profit, private education institution for children ages 3–12 and provides a warm, vibrant, educational home designed to foster a love of learning. EOE www.themontessorischool.org.

Summary of Role: The Marketing & Admissions Coordinator will coordinate the enrollment process for families, including organizing and executing marketing efforts to fill our classrooms throughout the year. In addition to admissions operations, this individual will support and lead a variety of administrative and marketing tasks in coordination with our leadership team.

General duties include, but are not limited to:

- Lead marketing efforts including designing and scheduling content for social media platforms, creating and submitting content for paid sponsorship/partner ads, maintaining a calendar of Open Houses and events to engage the community, and managing school website updates, blog posts, and general content
- Establish relationships with families and coordinate the enrollment process from the inquiry stage to their first day of school
- Support internal communication and school climate-building efforts by publishing of a bi-weekly electronic newsletter for the school community and a bi-weekly newsletter for the staff
- Support the onboarding process for new employees in coordination with leadership staff

Job Requirements

- Experience in an office environment, preferably in a marketing role. School-specific marketing experience is a plus!
- Design software skills within the Adobe Suite and/or Canva
- Effective and demonstrated organizational skills
- Willingness to embrace and further our [Anti-Bias, Anti-Racist commitment](#) as an individual within our school community
- Available to work Monday through Friday 8am-3pm, along with occasional evening events
- Technology experience with Google Suite and social media platforms Facebook and Instagram
- Photography skills

Essential Qualities

- You're a strong communicator who thrives at meeting new people and making strong connections
- You're a fantastic multi-tasker, able to collaborate with others to complete projects in a timely manner
- You have some experience in marketing or sales, or are willing to dive head first into those worlds to help make our enrollment process even better
- You're excited about the idea of working within a school community based on the Montessori method of education