



CHARLOTTE  
MASON  
INSTITUTE

8/22/22  
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# Charlotte Mason Institute

## Marketing Coordinator

**Position:** Marketing Coordinator

**Hours:** Part-time (15 hrs/wk), work remotely with flexible hours

**Compensation:** \$15,000 annually

### Position Overview

Charlotte Mason Institute® (CMI) is looking for a creative, strategic team member who can communicate our story across multiple platforms and events. In this newly created position, the successful Marketing Coordinator can craft engaging content for multiple audiences, is skilled in planning and organization, and enjoys diverse tasks with opportunities for building new skills.

### Accountability

The CMI Marketing Coordinator is a part-time employee (15 hrs/wk) of the Charlotte Mason Institute® and reports to the Operations Director, Executive Director, and/or Board of Directors. The Operations Director acts as a liaison for communication, direction, and support. Work may be in collaboration with multiple teams across the organization.

### Roles and Responsibilities

General activity includes (but is not limited to):

- Managing social media platforms for Alveary and CMI.
- Coordinating internal and external public relations.
- Promoting Alveary and CMI events and offerings.
- Developing CMI newsletters and emails.
- Editing of the CMI and Alveary websites and blog.
- Managing branding across the organization.
- Supporting Alveary lesson plan deployment.
- Participating on annual CMI Conference Team, including conference marketing and administration tasks.



### **Qualifications**

This position requires strong writing skills with the ability to connect with diverse audiences through online platforms.

- Bachelor's degree or equivalent experience in a related field is preferred.
- Previous social media management experience preferred.
- Excellent verbal and written communication skills with exceptional attention to detail.
- Proficient in using Microsoft Office and other online tools.
- Public relations experience is helpful.
- Personal commitment to and passion for CMI's mission.

### **Apply**

Send your resumé, sample of written work (blog, article, content social media post, etc.), and information for two references to

[info@cminst.org](mailto:info@cminst.org).