

Position: Marketing Manager

Position Summary:

The Marketing Manager is responsible for leading the strategic, tactical, and day-to-day marketing, digital media, communication, and brand development efforts for Lake Mary Preparatory School. The Marketing Manager is a dynamic, creative, and innovative, self-starter who thrives in a busy, ever changing environment. This individual works closely with Administration, Faculty, and students to capture the culture of Lake Mary Prep and share it in a way that provides insight into what differentiates the LMP educational and extracurricular experience from other schools. We are a private school located in Lake Mary, Florida serving grades Pre-K - 12.

Key Responsibilities:

- Assist in creating the vision of Lake Mary Preparatory School and aligning marketing strategies with our goals and objectives
- Develop and manage digital marketing plan: Content Creation/SEO, Website Authority/SEO, Paid Search/PPC, and Analytics
- Generate leads for recruitment and works directly with admissions team to build communication and marketing plans to meet enrollment goals for the school
- Communicate with leadership team to gather information and form marketing/communications strategy and deadlines
- Author and develop content for brochures, newsletters, and other internal/external communications
- Maintain common editorial and graphic standards across school publications for branding reputation and integrity
- Create electronic, social media, and print communication
- Develop, implement, and monitor comprehensive marketing and communication plans
- Manage relationships with outside vendors in support of the marketing and communication plans
- Manage social media platforms such as Twitter, Facebook, Instagram, and YouTube
- Plan and execute programs that enhance the visibility and public perception of Lake Mary Preparatory School
- Manage, contribute and maintain all content for the school's website
- Manage media relations including writing and distributing press releases and cultivating relations with local media

- Collaborate with the Admissions Office on admissions themed advertisements, marketing materials, and events
- Manage communications from faculty and departments to promote the highlights of each discipline of the school such as Fine Arts and Athletics

Required Skills and Qualifications:

- Bachelor's Degree in Marketing, Advertising, Public Relations or Communications
- Minimum 3-5 years experience in marketing, communications or public relations, experience in a school environment a plus
- Knowledge of HTML; coding experience
- Extensive experience with Adobe Creative Suite, Photoshop, Indesign and Illustrator
- Proficient in Google Ads and Google Analytics
- Detail-oriented, excellent organizational and communication skills
- Excellent writing and editorial skills as well as an eye for publication design
- Creativity for developing fresh social media content

Interested candidates are asked to please provide the following:

- Cover Letter
- Resume
- Samples of marketing materials you have created such as social media posts, ads, brand awareness campaigns, Website design