

Job Title: Marketing Coordinator**Location: Miami, FL****School: KLA Academy****About Us:**

KLA Academy is an independent infants-5th grade school in the heart of Miami, dedicated to fostering a nurturing, dynamic, and inclusive environment where students thrive. We provide a challenging, innovative curriculum that empowers our students to become confident, collaborative, creative, and compassionate individuals. As we continue to grow, we're looking for an experienced and motivated **Marketing Coordinator** to elevate our brand, drive enrollment, and promote the school's mission to our community and beyond.

Position Overview:

We are seeking a highly skilled **Marketing Coordinator** to lead and manage all aspects of our marketing strategy, communications, and community outreach. The ideal candidate will have experience in education marketing, a passion for storytelling, and a strong understanding of both traditional and digital marketing platforms. The Marketing Director will work closely with the school leadership team to build a compelling narrative that highlights our school's unique strengths and deep commitment to student success.

Key Responsibilities:

- Develop and execute comprehensive marketing strategies to increase awareness of the school, enhance its reputation, and drive student enrollment.
- Oversee the creation of marketing materials, including brochures, videos, newsletters, and digital content.
- Direct and Manage the school's website, social media platforms, and email marketing campaigns, ensuring all content aligns with our brand and mission.
- Coordinate and implement advertising strategies across print, digital, and social media channels.
- Collaborate with the enrollment team to support key initiatives and campaigns.
- Engage with parents, alumni, and the broader community to foster strong relationships and generate positive word-of-mouth.
- Monitor, analyze, and report on marketing metrics to assess campaign performance and make data-driven decisions.
- Plan and execute events that promote the school, such as open houses, school tours, and community outreach activities.
- Manage and enhance the school's brand presence in the Miami area and within the broader educational community.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field (Master's degree preferred).

- Minimum of 4 years of experience in marketing, with at least 2 years in an education-related role.
- Expertise in digital marketing, social media management, SEO/SEM, and content creation.
- Excellent written and verbal communication skills.
- Creative and strategic thinker with strong project management abilities.
- Experience with Adobe Creative Suite, Google Analytics, Finalsite and other marketing tools is a plus.
- Ability to work independently and as part of a team in a fast-paced environment.
- A passion for education and a genuine interest in contributing to the growth and success of a school community.

Why KLA Academy?

- Work in a vibrant, supportive community committed to the growth and development of students.
- Opportunities for professional development
- Competitive salary and benefits package.

To Apply:

Please send your resume, cover letter, and a portfolio (if applicable) to careers@klaacademy.org.

Join us in shaping the future of education at KLA Academy! We can't wait to meet you.