CASCADES ACADEMY

Marketing and Communications Manager Job Description 2026-2027

Position Overview

Cascades Academy is a PK–12 independent school in Central Oregon committed to meaningful, challenging and experiential education that inspires lifelong learners who are socially responsible and ready for a diverse and changing world. The Marketing & Communications Manager plays a central role in telling the school's story and helping families understand what makes a Cascades education distinctive.

Cascades Academy was founded in 2003 with a deep commitment to experiential learning,academic excellence, and community engagement. The school is a leader in innovative, 21st century education and will be the first school in Oregon to implement the Mastery Transcript(sending class of 2027).

Now in its 24th year, the school has grown to 230 students PreK-12 and has expanded its campus footprint to include 45 beautiful acres on the scenic Deschutes River.

Cascades Academy strives to cultivate and maintain a supportive, inclusive community for all employees and actively promotes access and inclusion. Cascades Academy values employees who are committed to our mission, are prepared to engage fully in a learning community, and are excited to bring their authentic selves to work. Cascades Academy's culture is highly collaborative and puts what is best for students at the center of the work. Regularly named one of the Best Nonprofits to Work for in Oregon, our faculty and staff see each other as teammates and feel motivated to do their best work here.

Position Description

Cascades Academy seeks a Marketing & Communications Manager to run the systems, channels and storytelling that connect us with current and prospective families. This position will manage the tools behind school communications (website, CRM, email marketing, social media and school-to-home platforms) and produce engaging, timely content that brings the Cascades experience to life.

This Marketing and Communications Manager works closely with the Head of School and the Director of Enrollment to advance enrollment priorities and strengthen the

school's public presence, additionally partnering with the Advancement team on fundraising and event communications.

This role suits someone who combines strong writing with a talent for building efficient systems, and who uses modern tools, including AI, to extend the impact of a small team. This is an opportunity to build a modern, AI-enabled marketing operation, see the direct impact of your work on enrollment, and grow alongside the school.

Key Responsibilities

Marketing Systems, Data & AI-Enabled Production

- Run the school's marketing and communications systems day to day: website, CRM, email, contact records, forms, audience lists and automated follow-up
- Use AI and other modern tools to increase production capacity while maintaining accuracy, brand voice and privacy
- Maintain inquiry-source tracking and enrollment-funnel data with the Director of Enrollment
- Prepare monthly performance reports and quarterly analyses of marketing activity, spending and results
- Find opportunities to improve data quality, automate routine tasks and integrate systems

Enrollment & Admissions Marketing

- Implement the school's marketing plan with the Director of Enrollment, recommending initiatives that build awareness, generate inquiries and support enrollment and retention
- Serve on the Strategic Enrollment Management (SEM) Committee
- Create admissions content, campaigns, advertising and publications that convey the distinctive value of a Cascades Academy education
- Evaluate marketing effectiveness using performance data and family feedback

Content & Communications

- Keep the website accurate and current, including admissions, tuition, faculty, programs and the calendar
- Manage Instagram and Facebook on a consistent schedule
- Produce the biweekly All-School News, admissions newsletters, event promotions and school announcements
- Oversee ParentSquare and maintain a coordinated communications calendar
- Write, edit and proofread for families, alumni, donors, staff and media; manage digital and print publications

- Capture and collect photos, video and stories from across PK–12; coordinate professional shoots; maintain the media archive
- Ensure brand consistency across all channels and materials, including signage and merchandise
- Monitor online reviews (Google, Niche, GreatSchools) and coordinate responses
- Support Advancement communications and pursue local media opportunities as time allows

4. Crisis & Emergency Communications

- Prepare and send emergency notifications and time-sensitive communications
- Support leadership in clear, compassionate communication during sensitive situations
- Keep channels, lists and templates ready for rapid use

Qualifications

Required

- 2+ years of hands-on experience with a CRM or marketing automation platform
- Professional experience using AI tools, with the judgment to verify and refine what they produce
- Excellent writing, editing and storytelling skills across audiences and channels
- Experience managing websites, social media, email newsletters and digital content
- Working knowledge of SEO, digital marketing and marketing analytics
- Strong organization and project management across multiple deadlines
- Sound judgment and discretion with sensitive information

Preferred

- HubSpot experience (Marketing Hub, CMS); certifications a plus
- Experience at a school, nonprofit or mission-driven organization
- Basic HTML and CSS
- Photography and short-form video skills
- Canva or similar design tool

Position Details

Title	Marketing and Communications Manager
Reports to	Head of School
Start Date	Immediately
Schedule	.75 to Full-Time
Compensation	$60,000-$85,000
Benefits	• Medical, vision, dental & RX insurance for the employee • 403b retirement plan with 4% employer match • Optional pre-tax flexible spending health account • Approx. eight weeks of paid vacation time (includes five weeks of scheduled school breaks during the year, plus three flexible weeks during the summer) • 10 paid sick days and two personal days per year

Application Instructions
To apply, please complete the application on our website, including your resume, cover letter, and three references. A letter of recommendation is optional and encouraged. No phone calls, please.

It is the policy of Cascades Academy to provide equal employment opportunity, regardless of race, color, sex, age, national origin, religion, physical or mental impairment, sexual orientation, veteran's status or any other status protected by applicable law. Specifically, employment opportunities are and shall be open to all qualified applicants solely on the basis of their experience, aptitudes, abilities and training; advancement is and shall be based on the individual's achievement, performance, ability, attitude and potential for promotion.