



About Charles Armstrong School

Charles Armstrong School is an independent elementary and middle school for students with language-based learning differences such as dyslexia. CAS offers a low student - teacher ratio; a warm, supportive environment; and proven teaching techniques producing dramatic results. CAS has a complete range of academic classes, electives, and extracurricular activities .

Position Title:

Marketing Associate

Reports To:

Director of Admissions and Community Relations

Position Purpose:

Responsible for executing the schools marketing plan and coordinating all non-fundraising events as well as administrative duties as needed

Marketing Collateral

- Follow marketing plan and update/create marketing materials
 - School manuals and handbook
 - Event brochures, invitations and flyers
 - School directories and Learning Lab
 - Weekly School Bulletin
 - External Event Collateral and other materials as needed
 - Research printing vendors, schedule and pick up be responsible for printed marketing materials

School Photographs and Videos

- Responsible for taking and/or collecting photos and videos of school events
 - Maintain school event photos on school server
 - Arrange videotaping of special events

Non- Fundraising Events

- Parent Education
- School Events

Database Maintenance

- Updating databases
 - for outside professionals
 - Summer school database
 - Create and maintain other databases as needed

Experience and Qualifications

- Bachelor's degree or commensurate experience
- Ability to use Microsoft Publisher, Photoshop, Excel, Power Point, Microsoft Word software programs
- Ability to manage multiple projects at one time and to set priorities as needed
- Excellent organizational skills required.
- Ability to communicate effectively, both orally and in writing
- Ability to get along with all faculty and staff

Physical Requirements and Work Environment

- Regularly sit, talk, walk, hear and use close and distance vision.
- Be able to occasionally lift up to 30 pounds.
- Work at a desk and computer screen for extended periods of time.
- Work in a traditional climate controlled office environment

Charles Armstrong School is an Equal Opportunity Employer