



## **ONE RIVER MARKETING COORDINATOR POSITION**

One River School is seeking a Marketing Coordinator who will contribute to the company growth by expertly and efficiently executing the marketing and operational launch of new corporate owned and franchise schools. The ideal candidate will have a passion for the One River School culture and brand and have excellent project management and communication skills. S/he will be personable, efficient and a high performer in a fast-paced, dynamic, growing company environment.

Working closely with the Director of Operations the key responsibilities of the position are:

- Prepare and execute a new school marketing plan
- Launch new school websites, manage ongoing web updates and analyze website traffic
- Launch Social Media Pages and Applications for new schools and develop dynamic content to grow local audiences and drive new school enrollment
- Project manage the operational timeline for a new school from pre-open through the grand opening event
- Drive content development for email marketing programs; growing the contact database and nurturing leads to move into the sales pipeline
- Plan and execute events for a new school including networking and local community events
- Develop new school materials including signage and sales / marketing collaterals
- Assist in the recruitment of school managers and teachers
- Provide training for new school managers and teachers
- Evaluate customer research and competitor data and identify potential partners in new school geographies
- Responsible for planning and budgetary control of all new school expenses
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Evaluate and develop new training materials across different learning management software

### **QUALIFICATIONS:**

- BA/BS degree from an accredited four-year college
- 2+ years experience working in an operations or marketing role
- Excellent project management, communication and interpersonal skills

- Must be comfortable learning new software and applications
- Must have reliable transportation
- Personal passion for art and the One River School brand is required

### **About One River School:**

One River School has developed a new method for teaching art that allows students to explore their creative potential. It is built on years of research and adapted for today's times. We focus on having fun and teaching current art making techniques in a beautiful building designed to enhance the experience. Our goal is ambitious. We want to ***Transform Art Education in America.***

Career opportunities at One River School allow passionate lovers of art to share their love and knowledge of art to enhance the lives of people they connect with everyday. Together we can transform communities by opening our space and sharing what we do for all who are interested. We work hard, laugh a lot, have fun and make people feel good.

### **To Apply:**

If you are enthusiastic, driven and goal orientated and want to work in a place that inspires a culture of creativity please send your cover letter and resume to [azabawa@oneriverschool.com](mailto:azabawa@oneriverschool.com) with "Marketing Coordinator" specified in the subject line.

One River School is an Equal Opportunity Employer institution and does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, gender identity, veteran status, height, weight, pregnancy or marital status in employment or the provision of services and is an equal access/equal opportunity employer.