

## Marketing and PR Coordinator

**Company:** Athlos Academies

**Location:** Boise, ID

**Reports to:** Communication and Marketing Director

**Benefits:** Yes

**Compensation:** DOE

**Classification:** Full-time, hourly

### Position Overview

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The marketing and PR coordinator, in conjunction with the communication and marketing team, will support partner schools through new and traditional marketing strategies and branding with a goal of increasing student enrollment, upholding a reputation of excellence, and engaging the school and larger community. Under supervision of the communication and marketing director, the marketing and PR coordinator will develop and implement strategic plans to help partner schools grow enrollment, as well as provide communication, marketing, and PR expertise and strategy to multiple departments. The recruitment and marketing coordinator is also responsible for representing, maintaining, and iterating on the Athlos student recruitment service offering for schools.

### Duties & Responsibilities

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- Develop and implement strategic marketing plans
- Create, manage, and analyze paid digital advertising campaigns
- Utilize Google Ads and Analytics to increase website traffic and overall goal performance and analyze traffic and behavior to inform new strategies
- Collect, analyze, and present data through multiple platforms and efforts
- Work closely with partner schools to offer training, support, and motivation in recruitment efforts
- Coordinate with the graphic design team in the development of print and web-based materials
- Branding to include copywriting, storytelling, and reputation management
- Coordinate events and efforts to be carried out by school teams
- Evaluate recruitment offering and make annual improvements
- Present information to a variety of stakeholders ranging from parents to school board members, both in person and virtually
- Assist in developing and implementing overarching organization marketing and communication goals
- Maintain and follow the student recruitment service roadmap
- Serve as the student recruitment expert on sales calls with potential partner schools
- Present on the Athlos student recruitment offering at national conferences
- Represent Athlos as the face of student recruitment for schools around the country
- Provide ongoing support and services for schools that partner with Athlos for student recruitment services
- Other duties as required

## Qualifications & Experience

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- 3-5 years of experience in a marketing field
- 3-5 years of experience in a communications field
- Proven success in a public relations role
- Experience in an education setting, understanding of K-12 needs and trends, strongly preferred

## Education & Background

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- Bachelor's degree in marketing, communications, or a related field

## Skills & Intangibles

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- Creative problem solver
- Proven experience in digital marketing and data analysis
- Strong written communication and editing skills
- Ability to multitask and prioritize
- Effective public speaking
- Ability to motivate others
- Team player

## How to Apply

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Visit [www.athlosacademies.org/careers](http://www.athlosacademies.org/careers) for application; submit resume and application to [hr@athlosacademies.org](mailto:hr@athlosacademies.org).

## Equal Opportunity Employer

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Athlos Academies is an equal opportunity employer and does not discriminate against otherwise qualified applicants on the basis of race, color, creed, religion, age, sex, marital status, national origin, ancestry, disability, handicap or veteran status.

**Athlos Academies Headquarters:** 918 W. Idaho St., Boise, ID, 83702

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