

Admission Associate for Marketing and Communications

Boston Trinity Academy

Salary Range: \$50-75K

Position Overview

Boston Trinity Academy (BTA) seeks a dynamic and strategic Admission Associate for Marketing and Communications to support marketing, communications, and enrollment initiatives. This leadership role will be responsible for developing and executing integrated marketing strategies that enhance BTA's brand presence, support enrollment goals, and strengthen relationships with our school community and broader constituency.

Key Responsibilities

Strategic Marketing & Brand Management

- Implement comprehensive marketing strategies aligned with BTA's mission, values, and strategic goals
- Ensure brand consistency across all communications channels and materials
- Manage the school's digital presence including website, social media platforms, and online marketing campaigns
- Maintain brand guidelines and ensure adherence across all departments

Enrollment Marketing & Admissions Support

- Work as a member of the Admissions team to develop targeted marketing campaigns that attract prospective families
- Create compelling marketing materials including brochures, digital content, and multimedia presentations
- Coordinate marketing efforts for admissions events, open houses, and school tours
- Analyze enrollment trends and market research to support decisionmaking

Communications & Public Relations

- Serve as primary spokesperson and media contact for external communications
- Develop and distribute internal communications including newsletters, announcements, and weekly bulletins

- Manage crisis communications and reputation management as needed
- Coordinate with leadership on major announcements and institutional messaging

Content Creation & Digital Marketing

- Implement content strategy across all platforms including website, social media, print materials, and email campaigns
- Manage photography and videography projects to capture school life and academic programs
- Create engaging content that showcases student achievements, faculty excellence, and school culture
- Implement SEO strategies and monitor digital analytics to optimize online presence

Community Relations & Events

- Coordinate marketing support for major school events including Homecoming, fundraisers, Drama productions and community gatherings
- Develop relationships with local media, community organizations, and educational partners
- Support alumni relations and development office initiatives through strategic communications
- Manage vendor relationships for marketing services, printing, and promotional materials

Team Leadership & Budget Management

- Supervise Student Advancement Council members on cross-functional projects
- Collaborate closely with Admissions and Enrollment teams to align marketing strategies with enrollment goals
- Manage annual marketing budget and track ROI on marketing investments
- Coordinate with academic departments to promote programs and achievements
- Collaborate with Development office on fundraising communications and campaigns

Required Qualifications

Education & Experience

- Bachelor's degree in Marketing, Communications, Public Relations, or related field
- 3-5 years of progressive marketing and communications experience
- Experience in educational marketing or non-profit sector preferred
- Demonstrated success in digital marketing and social media management

Skills & Competencies

- Excellent written and verbal communication skills
- Proficiency in marketing automation platforms, CRM systems, and analytics tools
- Strong understanding of SEO principles and implementation strategies

- Experience with WordPress content management and website administration
- Proficiency in Blackbaud database management and reporting systems
- Strong project management and organizational abilities
- Experience with graphic design software and content management systems
- Knowledge of current digital marketing trends and best practices

Personal Qualities

- Alignment with Boston Trinity Academy's Christian mission and values
- Strong interpersonal skills and ability to work collaboratively
- Creative problem-solving abilities and strategic thinking
- High attention to detail and ability to manage multiple priorities
- Professional demeanor and ability to represent the school externally

Preferred Qualifications

- Master's degree in Marketing, Communications, or MBA
- Experience with independent school marketing and enrollment management
- Background in crisis communications and reputation management
- Bilingual capabilities (Spanish preferred)
- Strong understanding of technology systems and ability to adapt to new platforms
- Graphic design experience and proficiency with design software
- Photography and videography skills

Compensation & Benefits

Boston Trinity Academy offers a competitive compensation package commensurate with experience, including:

- Comprehensive health, dental, and vision insurance
- Retirement plan with employer contribution
- Professional development opportunities
- Flexible work arrangements
- International Visas not sponsored

Application Process

Interested candidates should submit:

- Cover letter detailing alignment with BTA's mission and relevant experience
- Current resume
- Portfolio of marketing work and campaigns (digital portfolio preferred)
- Three professional references

Contact Information: Send application materials to: employment@bostontrinity.org Subject Line: Admission Associate for Marketing and Communications Application

Boston Trinity Academy is an independent college prep school – we are entering our 24th year of operations – with big aspirations. We aim to provide an education of outstanding quality to a broad cross section of Boston urban and suburban students. We believe that by emphasizing high quality in our programs we will provide students with the inspiration to commit themselves to doing well not just in areas they find comfortable. We expect students to learn to risk and to risk to learn. To that end we seek teachers who are masters of their disciplines and who are willing to maintain the expectation of high achievement. This should be not just with enthusiastic well-prepared students, of whom we have many, but with students who are full of uncertainty and fear because of poor foundations or who lack the preparation necessary for acting with confidence in unfamiliar situations. The faculty here are flexible, collegiate, collaborative, willing to try new ideas, but grounded in traditional goals of excellence for all students.

Boston Trinity Academy is an equal opportunity employer committed to creating an inclusive environment for all employees. We welcome applications from candidates who share our commitment to Christian education and academic excellence.