

Communications & Marketing Coordinator (Part-Time)

Cambridge Montessori School
Cambridge, Massachusetts

About Cambridge Montessori School

For more than 60 years, Cambridge Montessori School (CMS) has provided an authentic Montessori education that nurtures the whole child. Serving students from Toddler through Middle School, CMS is an AMS-accredited independent school committed to joyful learning, belonging, academic excellence, and preparing children to thrive in a complex world.

We are seeking a creative, organized, and relationship-oriented Part-Time Communications & Marketing Coordinator to help strengthen our external presence, support enrollment efforts, and showcase the vibrant life of our school.

Position Summary

The Communications & Marketing Coordinator is responsible for developing and implementing external marketing and communications strategies that increase awareness of Cambridge Montessori School, support enrollment, and strengthen community engagement. This position works closely with the Head of School, Admissions Office, and senior leadership team to promote the school's mission, programs, and events.

The ideal candidate understands the competitive nature of the independent school market and can effectively communicate the value of an authentic Montessori education to prospective families and the broader community.

A familiarity with Montessori education is strongly preferred.

Primary Responsibilities

Marketing & Enrollment

- Develop and implement marketing strategies that support enrollment goals.
- Promote the school through digital, print, and community marketing initiatives.
- Coordinate the school's participation in enrollment fairs, community festivals, and outreach events.
- Identify opportunities to increase the school's visibility within the Greater Boston community.

- Collaborate with the Admissions Office to support prospective family events and enrollment initiatives.

Communications

- Create compelling marketing materials, advertisements, brochures, and promotional campaigns.
- Manage and maintain the school's website and social media platforms.
- Produce engaging stories, photography, and content highlighting student life, faculty, and school programs.
- Ensure consistency in branding and messaging across all communications.

Community Engagement & Events

- Coordinate logistics and marketing for admissions and community events including Open Houses, information sessions, festivals, and school celebrations.
- Build relationships with local businesses, organizations, and community partners.
- Help expand CMS's visibility through partnerships and outreach opportunities.

Project Management

- Develop annual marketing calendars and communication plans.
- Manage multiple projects while meeting deadlines.
- Coordinate vendors including printers, photographers, designers, and advertising partners.
- Track marketing initiatives and evaluate effectiveness through enrollment metrics and engagement data.

Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- Three or more years of communications, marketing, admissions, or event planning experience.
- Experience in an independent school or educational setting strongly preferred.
- Montessori knowledge or experience preferred.
- Excellent written and verbal communication skills.
- Strong organizational and project management abilities.
- Experience managing websites and social media platforms.
- Graphic design experience using Canva and/or Adobe Creative Suite preferred.
- Photography and basic video editing skills are a plus.
- Ability to work collaboratively while managing projects independently.

Desired Qualities

The successful candidate will:

- Be an exceptional storyteller and communicator.
- Understand how families make educational decisions.
- Appreciate the unique value of Montessori education.
- Enjoy building relationships with families and community partners.
- Be highly organized, flexible, and collaborative.
- Thrive in a fast-paced, mission-driven environment.
- Bring creativity, initiative, and a positive sense of humor to the role.

Schedule

This is a part-time position (20-25 hours per week) with a flexible schedule. Some evening and weekend hours are required to support admissions events, community outreach, and school celebrations.

Compensation

Salary is competitive and commensurate with experience and qualifications. Salary to commensurate with experience

To Apply

Interested candidates should submit to sangelides@cambridgemontessori.org the following:

- Cover letter
- Resume
- Three professional references
- Samples of marketing, communications, or design work (if available)

Cambridge Montessori School is an Equal Opportunity Employer and seeks candidates who will contribute to and support a diverse, inclusive, and welcoming school community.