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ROCK POINT SCHOOL

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*Become Your Best Self*

## Digital Marketing Manager

Location: Burlington, Vermont

Reports to: Head of School and Director of Admissions

Salary range: \$45,000-\$50,000

75% (30 hrs/week) position with benefits

### About Rock Point School

Our intentionally small day and boarding high school in Burlington, Vermont, is a close-knit, supportive, all-gender community where every student is known and valued. We serve young people who may not have found success in traditional school settings—students who are bright, curious, and capable, but may have experienced challenges such as ADHD, anxiety, loss, or feeling left out. Here, students are seen for who they are, supported in and out of the classroom, and given opportunities to both fit in and stand out.

### The Role

We are seeking a Digital Marketing Manager to play a key role in telling our story and reaching more families who are seeking a school like ours. This is a hands-on position where you will perform and manage day-to-day digital marketing activities, create compelling content, help grow inquiries and enrollment, and support development and fundraising.

The ideal candidate is a strategic thinker and creative storyteller who is comfortable working as a department of one, who will also work closely with the school's small, collaborative administrative team. You'll bring new ideas to elevate our visibility while rolling up your sleeves to execute campaigns across multiple digital platforms.

### Key Responsibilities

#### Content Creation & Management

- Develop and manage engaging content for the website, blog, social media, news media, and email marketing campaigns.
- Collaborate with and guide faculty, staff, students, and families to share authentic stories of student growth and school life.
- Help create and manage some secondary simple print needs that complement digital materials

#### Digital Strategy & Execution

- Partner with Marketing Agency to manage digital advertising campaigns (Google Ads, social media ads) to drive qualified inquiries and convert inquiries to enrolled students
- Partner with Marketing Agency to optimize website for SEO, AI search, and user experience.
- Create and analyze email campaigns (admissions funnels, newsletters, event promotions).
- Analytics & Reporting



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- Track and report on digital marketing performance, providing insights and recommendations for improvement.
- Monitor competitive schools and market trends to inform strategy.

### **Collaboration & Community Engagement**

- Support admissions events, open houses, community events, and community storytelling. Capture and organize student, parent, and community stories and successes for many uses in communicating the school's positive impact on students' lives.
- Partner with the Enrollment and Development teams to ensure cohesive messaging across all digital platforms.

### **Qualifications**

- 3+ years of experience in digital marketing.
- Strong skills in social media management, content creation, and email marketing.
- Experience with Google Analytics, Google Ads, and SEO best practices.
- Excellent writing and storytelling ability; strong eye for design and photography a plus.
- Skilled at both strategy and hands-on execution, combining them effectively.
- Collaborative, flexible, and energized by working in a small school environment.
- Ability to work independently and communicate with the Administrative team.

### **Why Join Us?**

This is more than a marketing role; it's an opportunity to help families find the right environment where their students can flourish. You'll be part of a supportive, mission-driven team that values being creative and authentic, helping adolescents become their best selves, and working closely in community.

### **Salary range and benefits:**

This is a 75% role (30 hrs/week) and offers a salary range of \$45,000-\$50,000 per year, and offers benefits including:

- a full health plan or stipend
- school vacations and some summer time off
- meals at school while working

### **Second year:**

- 10% contribution to retirement account
- long-term disability insurance

***Please send your resume and cover letter to:  
[marketingrps@rockpoint.org](mailto:marketingrps@rockpoint.org)***