



Marketing Coordinator

Position Summary

The Marketing & Community Engagement Coordinator will lead the development and execution of a comprehensive marketing and communications strategy to promote Amigos Por Vida – Friends for Life Charter School (APV-FFL) within the Houston community and across digital platforms.

This position will collaborate closely with the PEIMS/Enrollment Specialist, Community Liaison, staff, parents, contractors, and volunteers to increase community visibility, strengthen enrollment pipelines, and highlight the school's achievements.

In partnership with the Director of Finance, this role will also coordinate donor communication and appreciation efforts while using data-driven insights to evaluate marketing effectiveness and recommend strategic improvements.

Key Responsibilities

Marketing Strategy & Implementation

- Develop, implement, and manage an annual marketing plan aligned with APV-FFL's mission, brand, and enrollment goals.
- Collaborate with the Community Liaison to plan and participate in community events, neighborhood partnerships, and local outreach campaigns.
- Oversee coordination of external contractors and vendors supporting photography, videography, and graphic design needs.
- Ensure consistent branding and messaging across all communications and public-facing materials.

Enrollment Marketing & Data Analytics

- Partner with the PEIMS/Enrollment Specialist to design and manage a digital enrollment funnel tracking system from inquiry to enrollment.
- Collect, analyze, and report data on enrollment trends, campaign performance, and community engagement.
- Present monthly updates and findings to the internal marketing team and school leadership.



- Recommend strategies for improving lead generation, family engagement, and conversion rates.

Digital & Social Media Management

- Oversee all APV-FFL social media accounts, website content, and digital presence.
- Create and schedule engaging posts that highlight student success, staff excellence, and community involvement.
- Track analytics and adjust campaigns for optimal reach and engagement.
- Respond to public inquiries and comments to foster positive online relationships.

Content Creation & Storytelling

- Lead content development to share the story of APV-FFL's history, mission, and current success.
- Launch a "Voices of Amigos Por Vida" storytelling series that features students, parents, staff, and alumni impacted by the school.
- Coordinate the development of newsletters, press releases, and video features showcasing APV-FFL's culture and accomplishments.
- Collaborate with teachers and administrators to capture classroom and extracurricular highlights.

Donor Relations & Community Partnerships

- Work with the Director of Finance to manage donor communications, acknowledgments, and recognition programs.
- Support community fundraising initiatives and sponsorship recognition at school events (e.g., Fall Festival, Ribbon Cutting, Family Nights).
- Maintain donor databases and contribute to reports on community impact and engagement outcomes.

Team Collaboration & Leadership

- Serve as a key member of the Marketing Team, coordinating monthly meetings to review data and upcoming campaigns.
- Collaborate daily with the Community Liaison to align external community outreach with internal marketing goals.
- Support staff and volunteer training related to marketing, communications, and event promotion.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.

- Minimum three years of relevant experience in marketing, communications, or community engagement (education or nonprofit preferred).
- Demonstrated experience managing digital platforms and analyzing marketing metrics.
- Excellent writing, interpersonal, and presentation skills.
- Strong organizational skills with ability to manage multiple projects simultaneously.
- Commitment to the mission and values of Amigos Por Vida – Friends for Life Charter School.

Performance Indicators

- Year-over-year increase in enrollment inquiries and conversions.
- Growth in social-media engagement and digital reach.
- Consistent positive community and media presence.
- Timely production of monthly marketing reports and data dashboards.
- Increased donor retention and recognition effectiveness.

Rationale / Justification

Amigos Por Vida – Friends for Life Charter School is entering a phase of growth that requires a coordinated and professional marketing strategy. While the school currently benefits from the efforts of a Community Liaison focused on outreach and relationship building, there remains a need for a dedicated professional to manage the strategic marketing, data analytics, donor communications, and digital storytelling functions that directly impact enrollment and visibility.

This position will:

- Provide structured oversight of marketing initiatives to sustain enrollment growth.
- Strengthen community partnerships through coordinated messaging.
- Support financial development by improving donor communication and recognition.
- Increase transparency and engagement through measurable data and reporting.

The addition of this FTE aligns with APV-FFL's strategic plan to expand community awareness,

enhance student recruitment, and ensure long-term organizational sustainability.