



Marketing & Enrollment Coordinator

Position Summary

ACSI seeks a motivated, tech-savvy, and mission-aligned individual to serve as its Marketing & Enrollment Coordinator. This role is essential to ACSI's growth across Idaho, cultivating community awareness of American classical education, and supporting the enrollment growth of our member schools. The ideal candidate is equally comfortable crafting compelling monthly newsletters and consistent social media posts, analyzing digital analytics, and supporting individual schools in building enrollment.

This is a full time, hybrid position reporting to ACSI's Chief Growth Officer. Candidates must demonstrate exceptional proficiency with technology across social media platforms, content creation tools including developing content and drafting newsletters, CRM systems, and digital communication.

About ACSI

American Classical Schools of Idaho (ACSI) is a 501c-3 non-profit organization that exists to support the startup, growth, and flourishing of K-12 American classical charter schools throughout Idaho. These schools are tuition-free, public schools open to all interested students and families. The ACSI staff is led by a Chief Executive Officer, who oversees the School Support Office, which provides core support services to member schools.

Our Mission

ACSI's mission is to train the minds and improve the hearts of students through a classical, content-rich curriculum that emphasizes virtuous living, traditional learning, and civic responsibility.

Our Schools

ACSI's relationship with member schools is informed by the philosophy of federalism, which establishes that most decisions are best made at the local level. Notwithstanding, for the purposes of mission accomplishment, unity of effort, and operational excellence, certain elements must be agreed upon and standardized as a group.

Currently, over 1,800 are enrolled in four growing ACSI schools: Treasure Valley Classical Academy, Idaho Novus Classical Academy, North Idaho Classical Academy, and Valor Classical Academy.

Future Growth

ACSI has over 2,100 students waitlisted for future schools across the state of Idaho. A school founding effort originates in the local community with local interest (bottom up vs. top down).

Key Responsibilities

Social Media Management

- Develop, schedule, and publish engaging content across ACSI and member school social media channels (Facebook, Instagram, LinkedIn, and others as appropriate)
- Develop and publish monthly newsletters seeking to tell the story of ACSI, member schools and content that is mission and vision aligned
- Build and execute a content calendar aligned with the academic year, enrollment cycles, and organizational milestones
- Monitor social media accounts, respond to community inquiries, and foster meaningful engagement with prospective and current families
- Track performance metrics and produce regular reports on reach, engagement, and follower growth
- Develop and manage paid social media advertising campaigns to support growth & enrollment goals
- Coordinate with member school teams to source stories, photos, and testimonials that authentically represent American classical education in action

School Enrollment Coordination

- Help create marketing and social media posts to drive enrollment to member schools
- Effectively interact with CRM platform and other data points
- Coordinate and support enrollment events, open houses, and school tours in partnership with member school teams (as needed)
- Develop a robust enrollment tracking tool for school leaders, maintain accurate enrollment data, prepare reports for ACSI leadership, and identify opportunities to improve the enrollment experience
- Develop and distribute email campaigns, newsletters, and follow-up communications to nurture prospective family relationships
- Collaborate with member school head of schools and staff to align enrollment messaging in alignment with culture and capacity

Digital Communications & Brand

- Ensure that all digital communications reflect ACSI's mission, voice, and brand standards with consistency and professionalism
- Maintain and update content on both ACSI and school websites
- Support the design of digital and print materials using tools such as Canva, Adobe, or similar platforms
- Lead the production and article drafting of ACSI's newsletter and other organizational communications

Qualifications

Required

- Demonstrated, advanced proficiency with technology — including social media platforms, scheduling tools (e.g., Buffer, Hootsuite, Meta Business Suite), email marketing platforms (e.g., Mailchimp, Constant Contact), and Google Workspace or Microsoft 365

- Experience managing social media accounts professionally, with a portfolio or examples of past work
- Strong written communication skills with the ability to tailor messaging for diverse audiences
- Highly organized with the ability to manage multiple projects, deadlines, and priorities simultaneously
- Self-directed and capable of working independently in a remote or hybrid environment
- Genuine alignment with ACSI's mission and the principles of American classical education

Preferred

- Experience in educational marketing
- Familiarity with CRM or related information systems
- Proficiency in creating videos or digital shorts
- Proficiency in graphic design tools such as Canva or Adobe Creative Suite
- Experience with paid digital advertising (Meta Ads, Google Ads)
- Proficiency in Wordpress, Divi or other website tools
- Background in or passion for classical education, civic education, or nonprofit work
- Experience working with charter schools or K–12 educational organizations

Position Details

Status: Full Time

Location: Hybrid with occasional travel to member schools and other office locations across Idaho

Compensation: ACSI offers a competitive salary, as well as a flexible retirement plan and comprehensive group health benefits package, including medical, dental, and vision.

Reports To: ACSI Chief Growth Officer (dotted line to Chief Executive Officer)

How to Apply

Candidates who share ACSI's commitment to forming future citizens through a rigorous classical education are encouraged to apply. Please submit the following to

- A cover letter describing your interest in ACSI's mission and your relevant experience
- A current resume
- Two to three professional references
- Examples of social media content or digital marketing work (links or attachments welcome)

Please submit application materials to:

info@acs-id.org

Subject Line: Marketing & Enrollment Coordinator Application