



JOB TITLE: Marketing Specialist  
REPORTS TO: Chief Operating Officer  
STATUS: Exempt  
LEVEL: 3  
LOCATION: Remote (US Based)

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### **ABOUT CENTERPOINT**

CenterPoint Education Solutions is a growing nonprofit organization that works with educators across the country to build powerful connections between and among curriculum, assessment, and instructional practice and create meaningful learning experiences for all students. We work with educators to build powerful connections through assessments and instructional practice to create meaningful learning experiences for all students. Our goal is to empower excellent teaching so all learners—particularly our most vulnerable—can excel.

CenterPoint staff are former teachers, school leaders, and policy makers committed to catalyzing teacher practice, promoting equity and access, and deepening student learning.

CenterPoint is an exciting, fast-paced organization that fosters collaboration, encourages innovation, and offers challenging and satisfying opportunities to grow. We offer a comprehensive benefits package, including medical, dental, and vision insurance; 403b retirement plan with a company match; generous PTO; and a flexible work environment.

### **POSITION SUMMARY**

We are seeking a creative and driven individual who is passionate about education and has a talent for creating impactful marketing content across various channels. The Marketing Specialist will be a vital member of the CenterPoint Education Solutions team, reporting to the Chief Operating Officer.

This role will primarily focus on content development to support various marketing initiatives, including social media posts, blogs, marketing campaigns, newsletters, branding efforts, and thought leadership content. As a Marketing Specialist at CenterPoint Education Solutions, you will craft compelling content that drives engagement with our target audiences, reinforces our brand positioning, and promotes our expertise in the K12 education space.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The main duties and responsibilities of the role include but are not limited to:

### *Content Development*

- Create compelling and engaging content for social media posts, blogs, marketing campaigns, and other digital platforms to amplify CenterPoint's brand messaging and thought leadership.
- Collaborate with internal teams to develop content that aligns with marketing strategies and resonates with our target audience in the education community.
- Ensure that content reflects the values and mission of CenterPoint Education Solutions.

### *Marketing Strategy*

- Assist in formulating content marketing strategies for both new and existing products and services to support lead generation and enhance brand visibility.
- Contribute to the creation of digital marketing plans that leverage content to drive audience engagement and brand recognition.
- Support branding initiatives to maintain a consistent and impactful brand identity across all communication channels.
- Contribute to and execute on the CenterPoint Strategic Marketing Plan, as well as joint marketing plans with CenterPoint partners

### *Marketing Implementation*

- Manage and maintain content on CenterPoint's website to ensure messaging is consistent, relevant, and up-to-date.
- Maintain and nurture brand persona on social media channels that includes community engagement across the industry and distributes our content.
- Utilize FreshWorks CRM to organize and track marketing activities effectively (FreshWorks CRM experience strongly preferred).
- Analyze marketing data (e.g., from FreshWorks, Google Analytics, LinkedIn, and field marketing research) to inform marketing strategies
- Collaborate with the broader marketing team to ensure content is seamlessly integrated into multi-channel marketing campaigns.
- Collaborate with CenterPoint partner marketing teams to execute joint marketing strategies and campaigns.
- Manage all aspects of CenterPoint's strategies for conferences, webinars, and industry events .
- Provide support on responses to Requests for Proposals (RFP) and concept notes/proposals for philanthropic funders

### *Thought Leadership and Industry Knowledge*

- Stay up-to-date with the latest trends and developments in the K12 education space.
- Contribute to the development of thought leadership content that positions CenterPoint as a leader in the assessment, curriculum, and instruction fields.



#### REQUIREMENTS: EXPERIENCE AND QUALIFICATIONS

- Excellent writing and communication skills are essential for creating impactful and persuasive content.
- A strong passion for and understanding of the K12 education sector.
- Proven experience in content development for digital platforms, including social media posts, blogs, marketing campaigns, and other marketing materials.
- Experience with FreshWorks CRM is strongly preferred.
- Bachelor's degree in marketing, communications, or a related field.
- At least 2-3 years of relevant marketing experience with a focus on content development and digital marketing.
- Ability to work collaboratively with cross-functional teams to achieve marketing objectives.
- A creative mindset with an eye for detail and brand consistency.
- Familiarity with content marketing best practices and an ability to adapt strategies to meet organizational goals.

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*Interested applicants should email their resumes to [careers@cpeducation.org](mailto:careers@cpeducation.org).*