



global
learning
community

Position: Copywriter (Marketing and Communications Associate)

Location: Remote

Job Type: Part time

Pay: starting at \$18.00 - \$20.00

DESCRIPTION

About US

Clonlara School is a nonprofit, K–12 private school that serves more than 2,000 students around the world through our Campus and Off-Campus Programs. Our mission is to transform education on a global scale through a highly personalized approach that fosters authenticity, autonomy, and joy in the learning process.

Currently, we have an opening for a **Copywriter** to assist our **Marketing and Communications Department** in promoting Clonlara School's programs for the purposes of recruiting prospective students/families and building a base of supporters to grow and sustain our global learning community.

About YOU

You are creative, energetic, with a positive attitude, and enthusiastic about raising awareness of Clonlara School in Ann Arbor and around the world. You have experience assisting in areas of marketing, communications, content development, and/or enrollment in fields related to education or business. You love writing and storytelling in concise and compelling ways.

You are passionate about a work environment that fosters communication, teamwork, and collaboration with people of all backgrounds, knowledge, and abilities. You will jump at the opportunity to be part of a collaborative global team.

Your Role

The Copywriter will participate in the creation, design, and implementation of marketing and communications materials and activities aligned with the school's mission, vision, culture, unique educational philosophy, and Full Circle Learning Model.

Responsibilities

- Write copy for promotional materials, including ads and video scripts; provide editorial support for articles, press releases, reports, and organization statements.
- Assist in the management and monitoring of Google Ads campaigns by optimizing copy, assets, and keywords to drive enrollment inquiries.
- Edit new and existing content to ensure editorial consistency and adherence to Clonlara's brand and style guidelines.



- Participate in the planning of an editorial calendar and content development for Clonlara's various marketing and communications channels, including the website, blog, monthly e-newsletters, and social media platforms (e.g., Facebook and Instagram).
- Assist with the planning and design of print and digital marketing material, such as graphics, flyers, ads, and video aligned to Clonlara's brand and style guidelines.
- Support the marketing efforts of Clonlara programs and partnerships.
- Assist with the preparation and logistics for promotional and engagement events, including open houses, the Global Art Show, Global Give Back, virtual conferences, and webinars.
- Various other duties, as assigned.

Knowledge of:

- Content creation for multiple audiences and platforms
- Social networking, keywords and SEO, and other areas of digital marketing
- Basic HTML coding and the ability to use Content Management Systems

Skills in:

- Impeccable English language usage, spelling, grammar, and punctuation
- Time management in organizing own work, coordinating projects, setting priorities, meeting deadlines, and following up on assignments with a minimum amount of direction
- Experience with photo and video editing preferred
- Proficient in MS Office (Word, Excel, PowerPoint)
- A collaborative, non-judgmental approach to individual circumstances preferences and choices

Education and Experience

- Associate Degree or higher
- Prior experience assisting in the areas of marketing, communications, customer service, enrollment, or other highly related fields in education or business
- An equivalent combination of education and experience sufficient to perform the essential duties of the job as listed above

Hours and Place of Employment

- 20 hours per week, flexible scheduling
- Work will be remote.

How to Apply

Attach a **cover letter** (required) to the first page of your **resume** in PDF or MS Word format. Please be sure to

- Use your cover letter to address how your prior experience aligns with the requirements for this position.
- Share any relevant samples of your work, if available.

To apply, email your cover letter and resume to employment@clonlara.org