



Position: Communications Coordinator and Copywriter Position

Location: Remote (US Based)

Job Type: Full time

Clonlara School is seeking a **Communications Coordinator and Copywriter** who believes in the power of student-centered education and knows how to tell a compelling story. We're looking for someone who can help share Clonlara's story with the world—helping families, donors, and our global community understand who we are, what we offer, and how we support every learner's unique journey.

In this role, you'll create clear, engaging content across websites, email, social media, newsletters, and more, reaching prospective families, current families, alumni, and the broader community. You'll play a key role in strengthening our voice and visibility, supporting enrollment, deepening engagement, and building lasting connections—all while reflecting the heart of our mission.

About Clonlara

Clonlara School is an accredited, K–12 nonprofit school based in Ann Arbor, MI, and serving students both locally and around the world. What started as one small school in 1967 is now a global learning community with 2,300+ students in 80+ countries, services in six languages, and a staff of 90+ professionals spread over nearly every continent.

At Clonlara, we cultivate a joyful Culture of Trust built on teamwork, adaptability, generosity, and shared purpose. Grounded in our core values, we grow together in a supportive, mission-driven environment that embraces change and inspires lifelong learning.

Responsibilities

- Execute communications strategy to ensure the school's value proposition, service offer, philosophy and mission are effectively communicated across all channels.
- Write compelling copy for the school website, landing pages, digital ads, brochures, flyers, promotional campaigns, and social media.
- Tailor messaging for diverse audiences, including prospective and current families, students, alumni, and partners.
- Support enrollment and marketing efforts with clear, compelling, and brand-aligned messaging.
- Manage school-wide communications, including newsletters, announcements, and event messaging, ensuring consistency, accuracy, and timeliness.
- Collaborate cross-functionally to support communications for programs, events, campaigns, and community initiatives.



- Create and manage blog and social media content to strengthen brand voice, engagement, and thought leadership in personalized education.
- Write blog/LinkedIn articles and collaborate with internal and external contributing writers to help maintain the school's brand voice, messaging standards, and editorial consistency.
- Maintain editorial standards, templates, and organized communication materials, ensuring quality, clarity, and consistency across all content.

This is an overview of the expectations for this position. A more detailed description of this role will be provided during the interview process.

QUALIFICATIONS

- Bachelor's degree in communications, marketing, journalism, English, education, or a related field.
- Professional experience in communications, marketing, copywriting, content creation, or a similar role.
- Strong writing, editing, and storytelling skills.
- Ability to write for multiple audiences and communication channels.
- Ability to translate complex information into clear, warm, and accessible communication.
- Understanding marketing strategy, audience engagement, brand messaging, and digital content and SEO.
- Excellent organization, attention to detail, and ability to manage multiple projects and deadlines.
- Collaborative approach and comfort working with other departments.
- Proficiency in English language and grammar.

Preferred Skills and Experience

- Experience with email marketing platforms, website content management systems, and basic analytics.
- Experience writing for schools, nonprofit organizations, mission-driven organizations, or family-facing audiences.
- Familiarity with alternative education and personalized learning principles is a plus.
- Strong cross-cultural understanding, the ability to communicate with diverse populations, and a collaborative, non-judgmental approach to individual circumstances, preferences, and choices.

Join Our Team: If you are excited about marketing, passionate about education, and eager to make a difference in the lives of learners worldwide, we want to hear from you! Join us in our mission to revolutionize education and empower lifelong learners.

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.
- Attached writing examples to your application.

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

We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status