



# Digital Marketing Specialist

Job Description | Part-Time · Contract · Remote

---

## About House of Hats Marketing

House of Hats Marketing is a school marketing, communications, and enrollment consultancy founded by Tracy Tigchelaar and Lori Paredes, with 40+ years of combined experience across independent, public, and international schools. We partner with schools on brand messaging, enrollment marketing, website strategy, and communications, and we're growing our own business alongside our client work.

## The Role

We're looking for a creative digital marketer **with experience in independent schools** to help lead our marketing and grow our pipeline. Most of your time supports House of Hats directly: our email program, blog, website, social presence, and the virtual events and outreach that put us in front of the right people. When client projects call for extra hands, you'll step into that work too, which keeps the role varied from week to week. Above all, we want someone full of ideas and motivated to bring them to life.

## What You'll Do

### Growing House of Hats (your primary focus)

- **Email marketing:** write and manage The Quick Take, our weekly newsletter to 4,000+ school marketers, and build the nurture sequences that turn subscribers into conversations.
- **Content and blog:** develop and publish content for The Hat Trick, our blog, and repurpose it across channels to extend its reach.
- **Lead generation:** strengthen the pipeline through lead magnets, calls to action, and campaigns that bring the right schools to us.
- **Creative social media:** raise our social game with fresh, creative content, especially video and graphics, that builds visibility with school leaders and marketers on LinkedIn and beyond.
- **New idea generation:** dream up creative ways to get our name out there and connect with the people and organizations who matter to our work.
- **Proof and testimonials:** help gather, organize, and publish client testimonials and success stories across our marketing.
- **Website and page layout:** edit, update, and lay out pages on our WordPress and Elementor site, keeping our content current and on-brand.
- **Virtual events and courses:** plan and run webinars, training programs, and short courses that generate leads and open new revenue streams.

- **Conferences and outreach:** help us prepare for the conferences we attend and follow up afterward so the connections we make become lasting relationships.

### Supporting our clients (as needed)

- **Inbound and email campaigns:** build content offers and nurture sequences for schools, often in platforms like Finalsite Messages and Workflows.
- **Content and messaging:** contribute to brand messaging, website content, and admissions and enrollment communications.
- **Website and page layout:** edit and lay out web pages for client sites across platforms such as Finalsite and WordPress.
- **Campaign support:** lend a hand on retention communications, family engagement, and other initiatives as projects require.

## The Skills You'll Need

- **School marketing experience:** you've worked with independent or private schools and understand how they operate, what they need, and how this marketplace behaves.
- **Digital and email expertise:** you bring a strong email and digital marketing background and know how to build and nurture a pipeline.
- **A creative eye:** you have ideas and the skills to execute them, from video and graphics to new content formats, and you're motivated to move things forward.
- **Event know-how:** you can plan and run engaging virtual events, from webinars to short courses, and you're comfortable managing the details.
- **Strong writing:** you write clearly and persuasively for school audiences.
- **Website skills:** you're comfortable editing and laying out web pages (most frequently in Finalsite Composer).
- **Tech fluency:** you're comfortable learning new tools and genuinely excited to put AI to work in your marketing. *Experience with the Finalsite Composer and Enrollment platforms is a plus.*
- **Independence:** you manage your own time well and thrive in a small, collaborative, remote team.

## The Details

This is a remote, part-time contract role at 12 hours per week, paid \$75 per hour.

As our business expands and the pipeline strengthens, so does the opportunity for this position to grow, in both hours and scope.