

CASTLE ISLAND

BILINGUAL MONTESSORI

INNOVATIVE. INTERCULTURAL. INCLUSIVE.

- A JOYFUL LEARNING COMMUNITY SINCE 2012 -

Spanish Immersion Independent Elementary School | Excellence in Child-Led Education, Ages 3 - 13

Job Posting

Title Communications & Community Engagement Specialist

Full-Time 9:30 am – 5:30 pm

Salary \$60,000

Application Due Date June 5, 2026

Contract Dates July 1, 2026 – June 30, 2027

About Our School Castle Island is an accredited independent nonprofit Spanish immersion Montessori elementary school in Downtown Albany focused on enhancing the core values we believe in upholding for learning in community.

Our mission is to provide world-class and accessible education immersed in English and Spanish in a fully implemented Montessori learning environment for children of the Capital Region of New York.

We inspire learning by honoring each child's potential in a research-based learning environment designed to foster curiosity, collaboration, and innovation. Immersion in a bilingual, diverse Montessori school will offer our students the unique challenges and opportunities to become creators of solutions and leaders of a technologically advanced, environmentally vital, peaceful global community.

From the beginning, inclusivity has been embedded in the mission, vision, and everyday experience of our school. Diversity is inherent in the structure of our community, and we embrace an ongoing commitment to equity at all levels of our organization. Our global outlook is reflective of our local model which is focused on peace, making joyful connections, and upholding our responsibilities to each other.

Job Title: Communications & Community Engagement Specialist

Reports to: President of the Board of Trustees

The Communications & Community Engagement Specialist will shape, manage, and strengthen the school's public image and institutional voice across digital platforms, admissions communications, family engagement initiatives, community events, media outreach, and other public-facing communications. This is a strategic communications, public relations, and brand storytelling role that combines creative vision with operational leadership.

This role is responsible for developing and delivering accurate, compelling, and mission-aligned messaging that reflects the school's Montessori philosophy, bilingual identity, educational excellence, and commitment to serving a diverse community.

The ideal candidate will combine expertise in communications, marketing, relationship-building, and brand management with a deep understanding of educational communities. Working closely with school leadership, faculty, families, and community partners, this individual will develop and execute communication strategies that support enrollment growth, strengthen family engagement, and elevate the school's visibility and reputation within the broader community.

Summary: Appointed by the Board of Trustees implement the school's mission and policies as established by the Board via communications. They provide day-to-day communications leadership for the school through the daily activities within Castle Island Bilingual Montessori along with the rest of the Support Staff Team. This role serves to coordinate the logistics involved with school operations related to, but not limited to: enrollment/recruitment, internal and external communications, handbook revisions, website and social media updates. They ensure that Castle Island's mission is fulfilled by promoting the school culture as an intentional space for learning where each child is honored.

Qualifications:

To perform the work at this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Ability:

Bilingual Spanish/English fluency is required.

Ability to read, analyze, and interpret common technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from parents, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format.

Requirements

- Bachelor's of science degree in Communications, Public Relations, Marketing, Business Administration, or a related field
- Master's degree in a related field preferred
- Strong written and verbal communication skills in English and Spanish.
- Experience developing and managing digital content across websites, email communications, and social media platforms.
- Proficiency with communication and design tools such as content management systems, email marketing platforms, and graphic design software.
- Ability to develop strategic communication plans that support organizational goals such as enrollment growth, brand awareness, and community engagement
- Strong interpersonal skills with the ability to build relationships with families, staff, leadership, and external community partners.

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- Demonstrated ability to manage multiple projects, deadlines, and priorities in a fast-paced environment.
- Experience analyzing communication outcomes (engagement, enrollment trends, or outreach effectiveness) to inform strategy improvements.
- Knowledge of or interest in Montessori education and bilingual learning environments preferred.
- Ability to maintain confidentiality and professionalism when handling sensitive school and family information.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Strong organizational and time management skills.

Work Activities / Responsibilities

-Manage and update content on the school's website and social media platforms to reflect programs, events, and community highlights.

-Write and edit communications such as newsletters, emails, and informational materials for families and prospective parents.

-Respond to inquiries from prospective families and provide accurate, timely information or connect them with appropriate staff.

-Build and maintain relationships with families, community members, and local organizations to strengthen the school's presence and reputation.

-Confer with staff and school leadership to identify family needs, enrollment trends, and community interests, and provide strategic communication and business recommendations.

-Develop communication strategies that promote the school's mission, programs, and Montessori philosophy.

-Prepare or deliver speeches to further public relations objectives.

- Identify trends in parent interests and provide insights to support enrollment and outreach decisions.
- Plan and coordinate events such as open houses, family events, school tours, and parent workshops to increase awareness and engagement.
- Organize community-facing initiatives that showcase the school's programs and values.
- Prepare and edit internal and external publications, including newsletters and school updates.
- Advise staff on effective communication with families to ensure consistency in messaging.
- Develop plans or materials to communicate organizational activities that are beneficial to the environment, public safety, or other important social issues.
- Gather feedback from families and prospective parents to improve communication strategies and enrollment efforts.
- Collaborate with internal staff and external creative partners to develop and coordinate marketing materials, promotional campaigns, and brand communications that support enrollment and community engagement.
- Draw on direct classroom experience and ongoing collaboration with instructional staff to inform and enhance communications, ensuring accurate, authentic, and mission-aligned messaging in parent-facing materials, school outreach, admissions communications, and educational storytelling.
- Maintain and strengthen the school's brand identity by ensuring consistent, mission-aligned messaging across communications, events, and digital platforms.
- Develop, translate, and deliver professional communications in both English and Spanish to support family engagement, admissions outreach, community relations, and culturally responsive communication across the school community.
- Represent the school in communications with prospective families, community partners, educational organizations, and external stakeholders through in-person meetings, written correspondence, digital communications, and public events.
- Communicate regularly with school leadership, faculty, and administrative staff to ensure consistent messaging, alignment of strategic initiatives, and timely dissemination of school communications, by telephone, in written form online via the school's communication platform (*Family* app), e-mail, or in person.
- Gather and analyze information from families, staff, enrollment data, community engagement efforts, and market trends to inform communication strategies and outreach initiatives, by observing, receiving, and otherwise obtaining information from all relevant sources.

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Strategic Planning

- Keeps the Board fully informed of the matters, needs, and operations of the school
- Serves as the chief communicator between the Board and all contracted vendors and parents as relates to tuition.
- Participates as part of an appropriate and strong Support Staff Team such that the collective team is prepared to lead the school should the one of the team become incapacitated
- Promotes an internal organization that permits effective communication at all levels
- Works to produce smooth day-to-day internal operations
- Develops strategic and tactical plans for the school in coordination with the Support Staff Team
- *Encourages perspective via testing, comparisons with similar institutions, and external analyses and critiques.*
- Remains abreast of trends and research in admissions and recruitment for education, particularly those affecting independent school operations and educational leadership

Administrative Support

- Greeting parents, staff, vendors and visitors in person and on the phone
- Holds general program responsibility for the safety and well-being of all children (students)
- Works to promote harmonious relationships among the children (students), guides (teachers), and support staff
- Strives to create and maintain an aesthetically attractive school environment
- Contributing to website development, editing, and updating content
- Serving as office and tech support, including onboarding parents with the Family App
- Developing and maintaining online communications for staff, families and children, and works alongside the Support Staff Team and the Board to support institutional development.
- Oversees and maintains SOPs for school systems
- Responsible for the overview and annual revision of all school handbooks & plans including, but not limited to, the Family and Staff Handbooks.

Student Enrollment and Retention

- Works with the Board and staff to establish and improve communications and procedures for enrollment and withdrawal.
- Recommends enrollment procedures improvements and drafts proposals as such.
- Drafting enrollment contracts and admissions steps for communications workflows.
- Creates and revises the script for and also conducts school tours for prospective families and coordinates/trains other identified staff to conduct tours when absent.
- Conducts follow-up communications with prospective parents.

Personnel Recruitment and Retention

- Reviews the staff training and professional development programming to best communicate to all staff the practices and procedures promoting harmonious and constructive relationships among staff.
- Maintains personal contact with all school staff members and, through internal communications, to promote high morale.
- Through developing a clear system of communications modes for staff, helps identify personnel issues and encourages professional and productive conduct among staff.

Technology Skills:

- Proficient in Microsoft Office, including Word, Excel, and PowerPoint
- Skilled in database and information management tools such as Airtable, *Family*, and Google-based systems for organizing family, enrollment, and communications data
- Experience using Microsoft Outlook for professional email communication, newsletters, and stakeholder correspondence
- Experience creating and managing digital content across social media platforms, including Instagram, Facebook, and X (formerly Twitter), to support branding and community engagement
- Skilled in visual and multimedia content creation using Canva, Adobe Creative tools, and video editing software for promotional and storytelling purposes
- Experience producing and distributing video content for digital platforms such as YouTube and social media to highlight school programs, events, and community initiatives
- Ability to integrate multiple digital platforms to maintain consistent, mission-aligned communications across all school-facing channels

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Reasoning Skills:

Ability to define problems in communications, collect data, establish facts, and draw valid conclusions, and to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Physical Demands:

While performing the duties of this work, this role regularly requires standing; walking; using hands; reaching with hands and arms; and, talking and hearing. This role frequently requires sitting for extended periods. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Benefits

- 30 Paid vacation days in 10 month employment contract
- Partial reimbursement for MACTE Administrative Montessori training
- Partial reimbursement for professional development workshops & conferences
- 30% Tuition discount for dependents
- Parents' Night Out free for staff
- Free parking