

Marketing Consultant (1099 Contractor)

CILA – Colorado International Language Academy

Position Overview

Colorado International Language Academy (CILA) is seeking an experienced, creative, and strategic **Marketing Consultant** to develop and implement a comprehensive marketing strategy that strengthens CILA's visibility, brand, enrollment pipeline, and connection with families and the broader community.

Working in partnership with CILA's administration and school board, the consultant will evaluate CILA's current marketing efforts and develop a practical, sustainable marketing plan that reflects the school's mission, unique language-immersion model, and value to students and families.

This is a **1099 independent contractor position** with flexibility in how and when the work is performed. The ideal candidate is both a strategic thinker and a hands-on marketer who can develop a plan and then help execute it.

Key Responsibilities

1. Develop a Comprehensive Marketing Strategy

- Conduct an assessment of CILA's current marketing, branding, communications, website, and social media presence.
- Identify opportunities to strengthen CILA's visibility and differentiate the school from other educational options.
- Develop a comprehensive annual marketing plan with clear goals, target audiences, strategies, priorities, timelines, and measures of success.
- Develop recommendations for allocating marketing resources and budget effectively.
- Establish key performance indicators (KPIs) to measure marketing reach, engagement, inquiries, applications, and enrollment.
- Develop a marketing calendar aligned with the school year, enrollment cycle, key events, and community activities.

2. Website Strategy & Revamp

- Evaluate CILA's existing website for content, design, usability, accessibility, search engine optimization (SEO), and effectiveness in communicating CILA's value proposition.
- Develop recommendations for a website redesign or significant refresh.
- Improve website content and organization to make it easy for prospective families to understand:

- CILA's mission and educational model
- Language-learning opportunities
- Student experience
- Academic programs
- School culture and community
- Enrollment and admissions process
- Why families should choose CILA
- Ensure the website effectively converts visitors into inquiries and prospective families.
- Coordinate with website developers/designers as needed and/or perform appropriate updates directly.

3. Social Media Strategy & Management

- Assess CILA's current social media presence and identify opportunities for improvement.
- Develop a social media strategy appropriate for CILA's target audiences.
- Establish a consistent content calendar and posting schedule.
- Create or coordinate engaging content highlighting:
 - Student learning and accomplishments
 - Language and cultural experiences
 - Classroom activities
 - Teachers and staff
 - School events
 - Family and community engagement
 - Enrollment opportunities
- Recommend appropriate platforms and strategies for reaching current and prospective families.
- Monitor engagement and use performance data to refine the strategy.

4. Brand & Messaging

- Evaluate CILA's current branding and messaging for consistency and effectiveness.
- Clarify CILA's unique value proposition and key messages for prospective families.

- Develop consistent messaging that can be used across the website, social media, print materials, presentations, and other communications.
- Recommend improvements to visual identity, photography, graphics, and other brand elements as appropriate.
- Develop messaging that effectively communicates the benefits of language learning and cultural exposure.

5. Enrollment & Community Outreach

- Develop marketing strategies designed to increase awareness, inquiries, applications, and enrollment.
- Identify opportunities to reach prospective families through digital marketing, community partnerships, events, referrals, and other channels.
- Recommend strategies for maintaining relationships with prospective families throughout the enrollment process.
- Explore opportunities to increase CILA's presence within the local community.
- Help identify and leverage partnerships with community organizations, businesses, cultural organizations, and other potential partners.

6. Content Development

- Develop or coordinate compelling marketing content, including:
 - Website copy
 - Social media posts
 - Email campaigns
 - Digital and print marketing materials
 - Newsletters
 - Promotional materials
 - Enrollment communications
- Establish recommendations and templates that allow CILA staff to maintain consistent communications after the engagement ends.

7. Analytics & Continuous Improvement

- Establish appropriate tools and processes for tracking marketing performance.
- Monitor website traffic, social media engagement, inquiries, campaign performance, and other relevant metrics.

- Provide regular reports to administration regarding progress and results.
- Use data and audience feedback to continually refine marketing strategies.

Initial Deliverables

During the initial engagement, the consultant is expected to produce:

1. **Current-State Marketing Assessment**
An evaluation of CILA's current marketing, website, social media, branding, communications, and outreach efforts.
2. **Comprehensive Marketing Plan**
A prioritized strategy covering approximately 12 months, including goals, target audiences, strategies, tactics, timelines, and measures of success.
3. **Website Improvement Plan**
Recommendations for website structure, content, design, SEO, functionality, and conversion of prospective families.
4. **Social Media Strategy & Content Calendar**
Recommended platforms, content strategy, posting cadence, and initial content calendar.
5. **Brand & Messaging Recommendations**
Core messages and recommendations for consistent communication across marketing channels.
6. **Enrollment Marketing Strategy**
Specific recommendations for attracting prospective families and supporting the enrollment funnel.
7. **Measurement Dashboard/Reporting Framework**
Recommended KPIs and a practical approach for tracking marketing performance.
8. **Implementation Roadmap**
A prioritized list of actions identifying what should be done immediately, within 3–6 months, and over the following year.

Qualifications

Required:

- Demonstrated experience developing and implementing marketing strategies.
- Experience with digital marketing, social media, and website strategy.
- Strong writing, editing, and communication skills.
- Ability to translate organizational goals into practical marketing strategies.

- Experience using analytics and performance data to evaluate marketing effectiveness.
- Strong project management and organizational skills.
- Ability to work independently and manage multiple priorities.
- Ability to collaborate effectively with school administration, staff, and board members.

Preferred:

- Experience marketing schools, educational organizations, nonprofits, or community-based organizations.
- Experience with enrollment marketing or customer acquisition.
- Experience with SEO and digital advertising.
- Experience with website content management systems.
- Experience with photography, video, graphic design, or content creation.
- Familiarity with language learning, international education, cultural programming, or dual-language/immersion education.
- Experience working with limited marketing budgets and small organizations.

Ideal Candidate

The ideal candidate will be a **strategic, creative, and highly practical marketer** who can look at CILA's current presence and answer three questions:

Where are we now?

Where do we need to go?

What specifically do we need to do to get there?

We are looking for someone who can move beyond simply making social media posts or updating a website. The successful consultant will understand the connection between **brand awareness, compelling messaging, digital presence, family engagement, prospective-family inquiries, and enrollment**.

The consultant should be comfortable working independently while also collaborating closely with school leadership and seeking input from staff and the school community.

Engagement Structure

- **Position:** Marketing Consultant
- **Employment Classification:** 1099 Independent Contractor
- **Reports to:** CILA Administration, with coordination/input from the CILA School Board as appropriate

- **Schedule:** Flexible; consultant will establish a mutually agreed-upon work plan and schedule with administration
- **Location:** Primarily remote, with occasional in-person meetings/events as mutually agreed upon
- **Engagement:** Initial project/contract with the potential for extension based on CILA's needs and consultant performance
- **Compensation:** Negotiable based on experience, scope of work, and proposed hours/project structure

Application

Interested candidates should submit:

- Resume or professional profile
- Examples of relevant marketing work, including websites, campaigns, social media, or other projects
- Brief description of experience developing marketing strategies
- Proposed approach for helping CILA strengthen its marketing and enrollment efforts
- Hourly rate and/or proposed project fee
- Three professional references