

SUCCESS STARTS HERE



Title: Marketing and Development Specialist
Reports to: Communications Director
Anticipated Start Date: Flexible

About Springer

Springer School and Center is a caring community supporting students diagnosed with learning disabilities and their families. Springer serves the community through four pillars: Springer Lower School and Middle School (grades 1-8), Springer High School, Springer Diagnostic Center, and Springer Learning Center. Together, our Learning Center and Diagnostic Center are referred to as the “Center”. Springer faculty and staff embrace the organization’s mission and incorporate the core values of student growth/development, staff expertise/development, partnership, communication, and stability in their daily work.

Position Summary

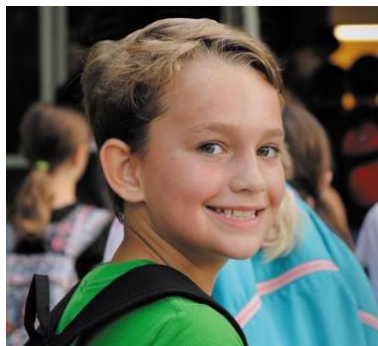
The Marketing and Development Specialist supports the growth and visibility of Springer School and Center by managing strategic marketing initiatives and contributing to donor development and community engagement. This role blends creative communication with meticulous coordination to ensure consistency across messaging, branding, and events—while also supporting internal and external projects that strengthen our relationships with families, donors, and the broader community.

Qualifications:

- Bachelor’s degree in Marketing, Communications, Nonprofit Management, or related field.
- Strong communication and design skills, with attention to detail.
- Proficiency with digital tools including email marketing platforms (e.g., Constant Contact), social media, CMS platforms, and design tools (e.g., Canva, Adobe).
- Comfortable managing multiple projects with varying deadlines throughout the year.

Preferred Qualifications:

- Collaborative, mission-driven, and highly organized.
- 2–4 years of relevant experience.
- Experience working in nonprofit or educational environments.
- Familiarity with photography, yearbook production, and light design work.



Key Responsibilities

- Lead and support special projects such as admissions box prep, yearbook creation, photo displays, and slideshow compilations.
- Maintain digital presence, including website updates, online directory listings, and the organizational content calendar.
- Design and produce communications like newsletters, event invitations, thank-you cards, and admissions materials.
- Coordinate donor and volunteer engagement, including recognition strategies, communication prep, and engagement tracking.
- Support event operations by assisting with preparation, logistics, and follow-up for key events including Commencement.

How to Apply

Qualified applicants should email a resume, cover letter and employment application (found on the Springer employment page) to smcdulin@springer-ld.org. The subject line of that email should reflect the position title.

Springer School and Center considers all applicants for all positions without regard to race, religion, gender, sexual orientation, national origin, age, disability, marital or veteran status, or any other legally protected status.

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