



Job Description

JOB TITLE:	Director of Marketing and Enrollment	JOB TYPE:	Management
POSITION REPORTS TO:	FRA Board of Directors	PAY STRUCTURE:	Administrative
FLSA STATUS:	Exempt	ASSIGNMENT PERIOD:	12 Month

Nature & Scope of Position

The job of the Director of Marketing and Enrollment was established for the purpose of achieving the School's vision and mission while focusing on customer service with respect to marketing strategies of retention and recruitment of new students in accordance with the mission, goals, and policies of False River Academy; while meeting the School's needs for increasing parental and community involvement, supporting community relations and community outreach programs. The Director of Marketing and Enrollment will plan, lead, direct and implement overall strategies for marketing, communications and enrollment.

Primary Qualifications

- **Education/Certification** Bachelor's degree in Business, Education or relevant field is preferred.
- **Experience** Minimum, 1 year of experience in a management or education position with respect to school enrollment/marketing related experience and/or training. Any combination of education and experience which is substantially equivalent to the above qualifications.
- **Special Skills** Ability to meet people with ease; ability to write and edit effectively; ability to communicate the written and spoken word with tact, diplomacy, and/or authority when necessary; good organizational skills, well disciplined, able to meet deadlines, self-starter, able to work under the pressure of many priorities and deadlines; ability to work well effectively with volunteers. Must have highly developed interpersonal skills. Intermediate knowledge of business related software applications (MS Word, Excel, etc..) and business machines.
- **Physical** The employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
- **Other** This position requires a high degree of professionalism with respect to analytical skills, problem solving techniques and oral communications. The successful incumbent will exercise extremely sound judgment and will possess the highest level of ethical standards.

Essential Responsibilities

- Oversee and actively participate in the development, design, budget and production of marketing events and school publications
- Ensure branding and messaging quality and consistency and establish guidelines to apply across all divisions and events at the School and among professional and volunteer leadership
- identifies, designs and implements a comprehensive marketing strategy for growth in enrollment and family interest
- Plan and manage the marketing budget to maximize the effectiveness of all communications
- Engage actively in professional development to remain current in best practices related to independent school communications and effective marketing and advertising strategies
- Coordinates, develops and budgets all advertising and marketing activities
- Assist the coordination of alumni and alumni related activities
- Identifies, designs and implements a comprehensive marketing strategy for growth in enrollment
- Coordinates priority registration with the Board of Directors, Principal and other departments
- Manages and conducts all activities related to retention/recruitment activities and the registration process
- Collaboratively works with colleagues to identify avenues for increased enrollment, alumni and community relations
- Represents the School in meeting with potential families
- Manages personnel for all open houses, tours, and testing; preparing dialogue for all meetings
- Develops and maintains all marketing procedures to ensure that all activities are procedurally established and concurrent with the requirements set forth by Board of Directors and Principal
- Responsible for expense management in respect to the quality of recruitment, marketing initiatives, including financial aid and overall improvements
- Provides courteous and prompt service to all internal and external customers. Prioritizes and addresses requests and assignments in a professional manner to develop cooperative relationships and to ensure customer confidentiality
- Provides campus support during registration, special events and tours
- Maintains awareness of successful strategies by attending meetings, seminars or conferences as assigned for the purpose of professional development and conveying and/or gathering information required to perform functions
- Serves as a consultant and a resource to internal departments with recruitment and new student enrollment process and retention training, providing information sessions and organizing small group committees
- Maintains and archives enrollment, retention, marketing reports, as well as follow-up reports regarding activities and future plans
- Responds to inquiries of staff, the public, parents and/or students for the purpose of providing information and/or direction to ensure continuity of service
- Orients co-workers and actively supports teamwork throughout the School
- Work directly with the Board of Directors, Principal and essential personnel/departments to advance mission, vision and goals of School
- Performs other duties as assigned

NOTE: This job description is a summary of the primary duties and responsibilities of the position. It is not intended to be a comprehensive listing of all duties and responsibilities. False River Academy reserves the right to change this description at its discretion.

SIGNATURES:

Supervisor	Date
Employee	Date

This job description was approved by the False River Academy School Board of Directors on: 5.11.17