

The Director of Admissions, Marketing and Outreach

Job Description

The Director of Admission, Marketing and Outreach assists with all of the responsibilities of attracting students and getting them enrolled. He or she is responsible for developing marketing and strategic plans that will position Holy Trinity Episcopal School as the independent school of choice of prospective students and their families. The Director implements marketing outreach strategies to increase awareness of the Holy Trinity Episcopal School and its mission, manages the school's image both internally and externally and develops long-term strategies and implementation plans in accordance with enrollment priorities. This position reports to the Head of School, serves as a member of the school's senior administrative team and works cooperatively with the senior leadership, Board of Directors, faculty and staff. The position offers the opportunity to work with a highly collaborative team with a wide array of responsibilities in a busy, academic environment.

Job responsibilities include:

Work with the HOS to create and implement recruitment and retention strategies for the school and stay informed of best practices in the industry.

Forecast and implement a comprehensive strategic enrollment plan for new students: 60-, 90- 180-day strategic plans.

Create annual retention plan and oversee implementation in coordination with the admission associate.

Create a warm and welcoming introduction of Holy Trinity Episcopal School to all visitors and prospective families.

Provide regular reports and planning documents as well as monthly reports to the HOS on the results of admission activity.

Develop, coordinate & implement admission recruitment events.

Attend all admission events and major school functions (some nights and weekends required).

Oversee all Inbound, Outbound, Word-of-Mouth and Social Media efforts.

Write/design/ edit/ update print communications and public relations messages for various information outputs including electronic communication, social media, media, the school's website, advertising and collateral materials. Ensure content—both writing and images—is timely and attention grabbing.

Act as webmaster: create, manage, and edit content for the school's website. Ensure that new and consistent information (article links, stories, events, etc.) are posted regularly.

Coordinate photography & video needed to support internal and external communication efforts. Manage and update photo and video databases.

Coordinate educational opportunities within the community about the Academy through networking, presentations, training parent ambassadors and other opportunities.

Interview, counsel and correspond with prospective students' and their families.

Develop media contacts; write and distribute news releases about school, student and staff activities and accomplishments.

Track and measure level of engagement for all communications.

Gather, assess and analyze data in support of strategic recruitment and retention plan.

Create copy/ stories of all types about students, faculty, staff, families and alumni of the school.

Create and maintain a master content strategy and calendar.

Support HOS in collaboration with the Admission Office, Athletic Department, Parents' Club and enrichment events to help align the objectives and goals of these organizations with the overall branding strategy of the school. Responsibilities include but are not limited to creating marketing materials, providing content for and proofing of communications, invitations, programs and more.

Work with the Admission Associate to manage the admission database. Maintain detailed and accurate records for prospective students/ families.

To devise and manage a program designed to attract the maximum gift support possible to the institution. This program will include annual fund solicitation; planned giving programs; corporate and foundation proposals; and planning for major capital gifts.

To help develop and coordinate all aspects of the major gifts campaign.

To keep the head of school and Development Committee informed on a weekly basis of the fund-raising activities of this office.

To develop a plan to increase alumni and parental support of, and involvement in, the institution.

To create a coordinated publications and printing program which will most effectively communicate with our various constituencies.

To develop a complete program of research into and an action plan of solicitation of the school's key prospects.

To develop and lead a professional and volunteer staff to carry out the activities of this office

To represent the school at various gatherings and conferences.

To perform other duties as assigned by the head of school.

To support the school and its leadership.

Qualifications:

Ability to think creatively and strategically, organize multiple projects simultaneously with great attention to detail and sensitivity to deadlines and priorities

Ability to develop high-quality content under deadline and across multiple media is essential

Strong writing, editing and analytical skills

Strong verbal communication and interpersonal skills

Familiarity with using Twitter, Facebook, Instagram, LinkedIn and other popular social media resources

Proficiency with Renweb and other online databases

Proficient in Publisher, Power Point or other presentation and creative material development software

Proficient in Microsoft Office products

Flexibility, a sense of humor and the ability to work collaboratively

Enthusiasm for children and progressive education

Experience working in a school environment preferred

Minimum three years' experience in Admission or Marketing preferred.