



## **Director of Enrollment and Marketing**

The McClelland School is currently seeking a director of enrollment and marketing.

### **DESIRED QUALIFICATIONS**

- Bachelor's degree in a related field or relevant experience.
- Experience and demonstrated success working in marketing, sales, social media or graphic design.
- Excellent verbal, written and communication skills; the Director of Enrollment and Marketing will provide the primary leadership for an active enrollment and retention plan.
- Strong relational skills and ability to collaborate with a variety of people from differing backgrounds with empathy and enthusiasm.
- Familiarization with budget planning and execution.
- Flexible, adaptable, creative and critical thinker.
- Ability to adapt to changing technological needs and update skills that support essential job functions.
- Brings a genuine passion for engaging with a community of people from diverse backgrounds and a strong commitment to fostering diversity, inclusion, and belonging.

### **ENROLLMENT AND MARKETING**

- Direct the admission process from the point of inquiry through enrollment.
- Present the school to prospective students and parents, which includes leading tours; handling student visits; systematic and efficient handling of applications and communication of candidates and their parents; securing necessary student credentials; and communicating final decisions to the appropriate individuals.
- Oversee the admission office, manage the admission budget, and oversee strategic planning and marketing, advertising opportunities, and appropriate admissions and marketing materials.
- Develop a comprehensive internal and external marketing plan that targets the school's mission and generates increased awareness about the school within the community.
- Oversee a regular online marketing presence, including the school website, social media channels, and other online marketing tools.
- Develop good relationships with local media outlets and other outside organizations that support the strategic plan to attract new students.
- Continually evaluate and redesign, where appropriate, all aspects of the admissions and the marketing program to ensure full enrollment of qualified students and a waitlist of qualified applicants.
- Strategize and coordinate a calendar of promotional events and activities to recruit new families and promote an independent school education.
- Oversee new parent/family events.
- Establish and communicate with a network of parents to assist in the admissions program.
- Keep and interpret relevant statistics on all aspects of the admission and re-enrollment program, with constant monitoring of attrition and retention.

### **RE-ENROLLMENT AND RETENTION**

- Prepare and follow an admission and retention plan that meets enrollment goals.
- Establish and strive to meet enrollment and retention goals.
- Manage the re-enrollment process.

- Work with the Head of School, Business Manager and faculty to organize specific retention efforts at key grade levels.
- Manage alumni relations program.
- Develop a welcome strategy to help new families integrate into the community to support retention goals.

#### **GENERAL**

- Monitor the school's presence on the internet and social networking sites.
- Keep the website updated with current admission information.
- Oversee class placement.
- Chair the financial aid committee
- Represent the school at various conferences and gatherings.
- Support the school and its leadership.
- Report directly to the Head of School.
- Attend Board Meetings, Admission Committee Meetings, Administrative Staff Meetings, and ACIS Admission Officers group meetings.
- Set realistic and meaningful annual goals and successfully accomplish or exceed them.
- Perform other duties as assigned by the Head of School.
- Contribute to the overall life and community of the school wherever and whenever appropriate by working with the children, families, faculty, staff, and Board of Trustees.

Salary Range: \$35,000-\$45,000 DOE

Interested and qualified candidates should submit a cover letter, resume and references to Head of School, Jo Nesbit at [jnesbit@mcclellandschool.org](mailto:jnesbit@mcclellandschool.org).