

Outreach and Enrollment Coordinator Job Description

Classification: Salaried .8 FTE

Hours: 32 hours per week

Compensation: TBD

Reports to: Board of Trustees/ College

The Outreach & Enrollment Coordinator is of vital importance to the Eugene Waldorf School. He or she bears witness to the life of the school and helps to make it visible to others. The Outreach and Enrollment Coordinator is a public “face” of the school, and represents the school at events and meetings both within and without the school community. A desire to further the mission of the Eugene Waldorf School must be the basis of the Outreach & Enrollment Coordinator’s work. This position works in tandem with the Office Coordinator, Administrative Coordinator and Bookkeeper. The Outreach & Enrollment Coordinator is directly supervised by the Board but also reports to and gives feedback to the College of Teachers in matters relating to student and family school experience, program offerings and student retention.

Qualifications:

Have a comprehensive knowledge of Waldorf Education and be able to effectively and warmly communicate that to others

Previous connection to EWS or an other Waldorf school is preferred

Strength in written and verbal communication

Willingness to work as part of a non-hierarchical leadership team and ability to self - supervise

Ability to be outgoing, work with varied personalities and advocate for enrollment sustaining practices at the school.

Basic knowledge of or ability to train on: GSuite, WordPress, Database Management, Social Media platforms, basic budget management. Knowledge of graphic design software is a plus, but not required.

Background in marketing, public relations, business development or education is helpful, but not required.

Job Duties:

Outreach: (From building awareness of the school in the community to initial contact with prospective families)

Primary Responsibilities: To build awareness of EWS through participation in events, word of mouth and some advertising.

- Respond to in-person, phone and email inquiries in a professional, warm manner
- Enter and track inquiries
- Give tours to potential families and coordinate Enrollment events with class teachers
- Coordinates a lower grades info night for enrolled EC families (January)
- Coordinates a winter Middle School info night for enrolled families. (Jan or early Feb.)
- Create and staff annual calendar of open houses and group tours (when allowed)

- Manage Outreach budget
- Arrange for advertisements
- Coordinate web page updates and revisions
- Facilitate and arrange Outreach Committee meetings
- Maintain regular outreach to local media for positive coverage
- Serve as the media liaison for all school interaction with the press
- Keep school brochures updated, as well as informational flyers
- Provides inquiry and enrollment statistics, as needed
- Report to board twice annually, the fall date including annual inquiry numbers
- Coordinate collection of student artwork, publicity for school events and fairs, including photographic documentation of students and events during the year.

Enrollment: Enrollment is seen as having three areas of work, as described below. The whole school staff is responsible for maintaining healthy enrollment through their area of work. The Enrollment Coordinator is responsible for holding a whole-school picture of “enrollment”, from the admission process through exit interviews and alumni contact.

Admissions/Registrar: (from the time a new application is received until the child’s first day of school)

- Process and maintain applications for new students, facilitate steps in the admissions process, including proper records management
- Coordinate with EC and Rising first grade teacher on Admission timeline and process, including parent communication as needed
- Process new student Enrollment paperwork
- Coordinate with Licensing Coordinator on EC class size and enrollment as needed
- Track and communicate with new families until their first day of school (Coordinate with teacher)

Student Experience/ Retention (This phase is from the child’s first day of school to their final day at EWS)

- Works with Parent Council on welcoming and orienting new families (August/September, mid year as needed)
- Works with SFSC (Student and Family Support Coordinator) and College to ensure positive family experience and quality of programs in order to retain families.
- Works collectively with all Administration to resolve parent concerns (through an evolving Three Streams of Support process) and implement Trauma Sensitive Schools practices.
- Conducts exit interviews and reports to board and college any recommended changes based on these interviews.
- Works with SFSC and 8th grade class teacher to coordinate 9th grade transition.

Alumni Relations - From the time a child leaves the school onward

- Maintains alumni database
- Coordinates a fall Alumni event or mailing

- Provides database information and support as needed with Fundraising efforts by the Board. (NOTE: O/E Coordinator is not responsible for fundraising activities)