



Admissions Director

Reports to School Director

Full Time, Exempts

The Admissions Director takes the lead in the design and implementation of outreach and in-reach activities for healthy enrollment at Marin Waldorf School. This position provides the first point of contact with the school, assists families through the enrollment process, and generates interest in the school through marketing and outreach programs.

- Set enrollment goals in conjunction with School Director
- Develop and pursue marketing and enrollment plan
- Manage all areas of enrollment including admissions and retention
- Other duties as assigned

Marketing

- Lead Marketing Committee
- Design and execute school marketing plan
- Develop and maintain website and social media campaigns
- Publicize and promote all school events via printed or electronic media
- Create marketing materials such as brochures, flyers, posters, etc.
- Collect and coordinate material for school displays for outreach
- Track marketing and outreach performance
- Report monthly to the Board of Trustees
- Coordinate teachers and staff participation in marketing events

Admissions

- Receive and return phone calls from prospective parents
- Arrange and lead tours
- Arrange and schedule interviews for prospective parents with class teachers
- Arrange subsequent visiting days for students
- Bring recommendations for admissions to the faculty
- Create and send enrollment contracts
- Track applications in progress from interest to enrollment
- Support and promote scholarship programs

Retention

- Manage re-enrollment process
- Notify current families of deadlines and process and orchestrate contracts

- Maintain and update enrollment projections
- Manage Tuition Assistance Committee
- Conduct and analyze exit interviews to identify attrition patterns and communicate findings to Board, faculty and administration

In-reach

- Plan, oversee, and coordinate staff and volunteers for enrollment events such as open houses, Walk Through The Grades tour, visiting days, etc
- Attend weekly faculty meeting and various school meetings as needed
- Serve on Community Enrichment Committee and assist with events

Required Skills & Experience

- Considerable knowledge of Waldorf school philosophy, including administrative and educational principles, techniques and methods
- Demonstrated experience and knowledge of principles of effective public relations and interrelationships with community groups, private and public agencies, parents and the general public
- The ability to communicate effectively both orally and in written form, as well as the ability to promote the school and its mission creatively and effectively while inspiring enthusiasm in prospective families
- Event planning, large scale to small scale
- The ability to deal with people with tact, courtesy, and confidentiality
- Strength in technology, database, and web applications required. Experience with Blackbaud a plus!
- Ability to work occasional evenings and weekends
- Outstanding organizational skills and the ability to change gears quickly
- Bachelor's degree
- Minimum 5 years experience

Compensation

This is a full time, salaried position. MWS offers dental, health and vision insurance, as well as tuition remission for qualified faculty children

Please submit your resume, cover letter (highlighting your teaching experience, life experience, qualifications and strengths) along with three references that we may contact to:

jobs@marinwaldorf.org.