



Job Posting: Enrollment & Marketing Coordinator – Part Time Contract (30 hours/week); Immediate Start - July 31, 2020

Purpose of the Position

We are seeking a dynamic individual committed to Waldorf education who understands the pivotal role of the Enrollment & Marketing Coordinator at Trillium Waldorf as we actively develop an anti-racist curriculum alongside a growing focus on diversity, equity, and inclusion in our staff, community and organization as a whole.

The Enrollment & Marketing Coordinator is the key contact for new and potential parents. The individual must be able to converse easily about the Waldorf pedagogy and answer questions in a direct and concise manner. The Enrollment & Marketing Coordinator serves a vital function within the administrative life of the school providing current information on enrollment to the Faculty on an as needed basis, and reporting to the Board of Directors.

KEY COMPETENCIES

- Bachelor's Degree/College Diploma in the area of Communications/Marketing
- Related experience in an educational and/or administrative environment
- Strong organizational skills with attention to detail and process
- Strong communication and interpersonal skills
- Ability to work independently
- Willingness and ability to demonstrate creativity and take initiative
- Personal experience in Waldorf Education (student/teacher/parent) and a strong understanding of Waldorf Education
- A commitment to working within a consensus framework
- Strong computer skills, specifically Microsoft Office and database applications with a willingness to upgrade skills as required; solid experience in social media platforms Facebook and Instagram and post optimization
- Strong writing skills
- Previous anti-oppression/SEED training is a benefit but can be provided.

KEY AREAS OF ACCOUNTABILITY AND SPECIFIC STANDARDS/RESULTS

Enrollment

- Serve as the primary contact for potential parents
- Develop and execute an Enrollment Plan for each school year
- Support program development with consideration to the needs of the community
- Develop resources (written materials, curriculum displays) as required to implement the Enrollment Plan
- Facilitate appropriate adherence to enrollment policy while initiating necessary reviews and revisions
- Facilitate the application process for individual families (conduct pre-interviews, ensure documentation is in place, prepare contract packages)
- Collaborate with other Waldorf schools to develop effective enrollment strategies employed within the Waldorf movement



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- Assist as needed toward ensuring success of parent education activities

Marketing

- Play a lead role in the organization of Open Houses and maintain a presence at other school events
- Conduct regular scheduled school tours

- Prepare advertising and promotional literature, electronic postings and arrange photography and videography for promotional purposes
- Develop and execute press releases, mailings etc.
- Carry out advertising and related projects as defined by the Enrollment Plan and within budgetary guidelines
- Maintain website and track effectiveness of the website

General

- Support daily operations of the school in collaboration with Faculty and Administrative staff, specifically sharing reception duties as needed and COVID-19 related cleaning protocols
- Collaborate with Faculty and staff on leadership tasks of the school by participating in a weekly after school Faculty meeting, as well as attending week-long meetings at the beginning and end of the school year
- Participate in/support the work of the Faculty and Board committees as needed
- Engage in periodic Waldorf Education conference and trainings for professional development

COMPENSATION:

Salary is determined based on years of experience, from \$23.85 - \$27.37 per hour. Benefits plan includes life and accident insurance, health and dental coverage, and tuition remission for faculty/staff children.

We invite applicants to email a cover letter, résumé, and references by **Noon on October 14, 2020** to:

HR@trilliumwaldorfschool.com

Due to the nature of the evolving COVID-19 Pandemic, additional details of the position requirements, related to Health & Safety Protocol will be shared with candidates during the interview, and again at the point of hiring.

The Trillium Waldorf Schools welcomes and values the contributions that diverse individuals and those from marginalized communities offer to our work, teaching and learning environments. We are currently a majority white staff and are committed to focusing on developing diversity, equity and inclusion in our staff, community and our organization as a whole.

We thank all candidates in advance but can only contact those selected for an interview.