Director of Admissions & Marketing Position Description

Develops, coordinates, and directs all enrollment and marketing efforts: advertising, social media, website, e-newsletter, open house events, regional school fairs, etc.

- Provides enrollment management of the entire admissions funnel from point of inquiry through completion
- Introduces the school to prospective students and their families, interacting via social media, email, phone, and in-person tours.
- Researches and engages vendors for marketing and technical work.
- Plans and coordinates special events involving prospective students.
- Meets annual admissions goals and works with members of the administration and faculty to devise strategies to retain existing students.
- Develops relationships with outside institutions or groups (educational consultants, feeder schools, etc.)
- Prepares and maintains statistics regarding enrollment, geographical distribution of students, financial aid, and attrition. Interprets these statistics to the administration, faculty, and board of trustees.
- Serves (after training) as SEVIS Designated School Official (DSO) to issue documentation for international students and maintain international student records, in accordance with federal law.
- Serves on the administrative team, reporting directly to the Head of School.
- Additional boarding school staff duties and “all-hands-on-deck” school-wide events as assigned.

The ideal candidate has:

- A Bachelor’s Degree
- Experience in either marketing, sales, or admissions
- Digital marketing and/or graphic design experience
- Strong organizational and executive skills, and the ability to work independently
- Strong interpersonal skills, and easily builds and maintains rapport with persons of all ages and backgrounds
- Ability to travel overnight 10-15 days per year
- Desire to work in an intentional, peace and social justice oriented community that is inclusive of all backgrounds and identities

Start date: Immediately. Interim Admissions Director will provide training and be available for transitional support and guidance as requested.
**Compensation includes:** salary, rent-free on-campus housing and utilities (optional), organic farm-based meals when school is in session, health insurance, disability insurance, and retirement benefits.