

The Enrollment and Outreach Coordinator is responsible for recruiting and stewarding prospective parents through the process of enrollment and becoming engaged in the school. The responsibility to coordinate outreach activities defined by the marketing and enrollment initiatives.

The Enrollment and Outreach Coordinator:

- ❖ Works with Development, Administrator, and Faculty to present the school to the larger community;
- ❖ Has an understanding of Waldorf education and openness to Anthroposophy;
- ❖ Has a thorough working knowledge of the school and Faculty;
- ❖ Is welcoming to new families so they may easily come to join the school and community;
- ❖ Seeks opportunities for PRWS to be visible in Viroqua and surrounding communities.

Areas of Responsibility and Duties

Process and Reporting:

- Facilitate the admissions process, including development and evaluation of the process
- Responds in a timely way to all admissions inquiries and questions
- Tracks admissions statistics and maintains historical information
- Reports admissions statistics and progress toward plan goals monthly to Board
- Maintains class and family lists, as well as prospective students
- Acts as a liaison between new families and faculty regarding class visits and interviews
- Acts as a designee for the Wisconsin Parental Choice Program and works in conjunction with Choice Administrator to uphold the requirements of the program

Events:

- Coordination and leadership of admissions events – including tours, information evenings, new parent orientation, kindergarten mornings, and moving into the grades
- Coordination and leadership of open house events
- Coordination and leadership of private tours
- Coordinates with teachers to have student work on display during enrollment events

Marketing and Outreach Activities:

- Participates in cooperation with Development, Administrative Team, and Marketing and Communications Committee
- Maintains consistent image of the school through advertising plan, brochures, flyers, and other mailings
- Writes press releases for enrollment and outreach related news and arranges for media coverage when appropriate

Staff Responsibilities:

- Support Office Manager in responsibilities for front desk coverage and telephone answering as needed
- Attends Administrative Team meetings
- Attends Faculty meetings as needed
- Actively works to create warm relationships with parents

Qualities

1. Deeply appreciates and is dedicated to the long-term viability of Pleasant Ridge Waldorf School
2. Actively builds relationships within the larger community
3. Courteous, cooperative, honest, discreet and self-motivated
4. A friendly, welcoming demeanor toward prospective and incoming families
5. A good working relationship with the Faculty, Board, parents and the greater community
6. Sensitive to class teachers and their students, as well as the needs of the inquiring family
7. Willing to pursue professional growth

Skills/Qualifications:

1. Competent in Word, Excel, Publisher and website/internet applications
2. Understands the Waldorf curriculum and philosophy
3. Respects the role of Anthroposophy at PRWS
4. Maintains a professional appearance
5. Works in an organized, timely manner
6. Good oral and written communication
7. Gives attention to detail
8. Articulates the purpose and goals of the school

Reports to the Administrator

Compensation and benefits:

Compensation based on experience, please call to inquire.

Position is part-time (3-days per week), although additional weekly hours to help support the Administrative Team may be available.

This is a 12-month, hourly position with flexible work hours during the summer months between mid-June and mid-August.

Tuition remission is offered based on the percentage of full-time work schedule.

A 24-hour accident insurance paid by the school is available.

Hot lunch provided free of charge four days per week.

Personal days granted are 6 per year for a 3 days/week position.

Vacation is granted during regular school breaks or as requested and approved two weeks in advance.