



DIRECTOR OF ENROLLMENT AND MARKETING
June 2018 Posting

Are you a thoughtful communicator? Are you innovative, resourceful, and a creative thinker? Are you passionate about education?

We are looking for a **Director of Enrollment & Marketing** to provide vision and dynamic management for family recruitment operations, including admissions, re-enrollment, and retention, and to develop and implement strategies to effectively market our school in the community. As a member of the administrative team, this person is energized by Wingra's philosophy and mission, committed to his/her own growth and development, and inspired by being in a school environment.

Our administrative staff is comprised of dedicated professionals who value collaboration, creativity, and community. While each person thrives by having some autonomy, we also celebrate the combined efforts of our work – whether in Enrollment, Development, Business Management, Programming, or general administrative. Wingra strives to be a model community where students and staff are accepted as their true selves. At Wingra, we honor the voice of each person and the beautiful diversity that emerges when participation and contributions are drawn forth. Are you the right person to join our team?

Essential Responsibilities:

- Conduct all aspects of admissions, from inquiry to placement in class.
- Coordinate and lead all admissions & enrollment initiatives including Open Houses, Expos, and in school re-enrollment efforts.
- Build relationships with prospective families, current parents, students, and staff
- Visualize, plan, and implement external advertising, marketing, and outreach for the school
- Ensure strong, consistent communication tools including website, admissions packets, brochures, weekly newsletters, social media, blog, and other collateral.
- Sustain a database of information critical for marketing and differentiating the school for use in various marketing strategies.

Knowledge, Skills, and Abilities:

- Exceptional oral and written communication skills, with a warm, friendly demeanor
- Ability to innovate and implement successful admission, re-enrollment, marketing, and communications strategies
- Quality of mind with a passion and commitment to the education of children
- Ability to interact effectively with parents, colleagues, board, partners, and the general public
- A flexible style with an ability to respond to challenges and opportunities
- Organized, detail-oriented, and able to manage numerous happenings at once
- Sense of humor, high standards, and self-reflective, with a superior understanding of messaging and framing
- Experience with database management, social media & mass media platforms, Microsoft Office, and Adobe Creative Suite
- Experience managing websites using Wordpress or other CMS platform (preferred)

To Apply:

Please send a cover letter, resume, and references to: Debbie Millon, Head of School, dmillon@wingraschool.org

Wingra School, an independent K-8 school located in the heart of Madison, is an inclusive and safe learning community that enhances and empowers the lives of people by offering optimal opportunities for intellectual, emotional, and physical development. Wingra is an equal opportunity employer. We are dedicated to the goal of building a culturally diverse and pluralistic staff to equitably serve children of diverse races, ethnicities, abilities, gender identifications, income levels, and religions.