



## Job Description

**Position:** Director of Admissions and Marketing

**Reports to:** Head of School

**Position Status:** Full-Time, Exempt

### Summary

The Marin School, an independent college-preparatory high school in San Rafael, California, seeks a full-time Director of Admissions and Marketing.

The Marin School serves approximately 80 students in grades 9-12. Our mission is to provide a collaborative learning community that inspires confidence, creativity, integrity, and academic excellence through a deep belief in each student's potential. Our motto is "Small School. Big Impact." Class size is small by design, typically 7-10 students, to allow teachers to fully understand their students and give them the ability to personalize instruction with experiential learning, innovative lessons and non-traditional, yet effective, learning opportunities.

The Marin School team is made up of passionate, skilled, motivated, inspiring educators who love what they do. We seek faculty and staff members who are equipped with the experience, talent, tools, skill and enthusiasm to meet the needs of students with multiple learning styles.

### Director of Admissions and Marketing

The Director of Admissions and Marketing is a key position at The Marin School, and is responsible for designing and executing the school's admissions program, including the design and implementation of the inquiry and visit experiences, and the application process and materials. The person in this position will work closely with the school's marketing external consultant to create and implement a marketing plan to help support student enrollment. They will also be a member of the school's Administrative Team.

The duties of the Director of Admissions and Marketing include but are not limited to the following:

## **Admissions Responsibilities**

- Schedule and conduct interviews with all applicants and parents/guardians, including shadow visits.
- Guide and support applicant families through the application process.
- Collect and manage all necessary admissions documents (i.e. applications, transcripts, test scores, etc.).
- Oversee all aspects of Admissions Office operations, including managing an Admissions Coordinator, who assists in all aspects of the admissions process.
- With the Head of School, determine members of the Admissions Committee, prepare and deliver all application materials to the committee members, and schedule dates and times for applicant review.
- Train new committee members in how to review the application materials and manage the committee process.
- Coordinate Financial Aid needs with the Business Office.
- Prepare final admissions decisions with the Head of School.
- Deliver decisions and prepare enrollment agreements for new and returning families.
- Manage the waitlist, late applications, and mid-year applications.
- Create a regular enrollment management and assessment process for overall enrollment improvement.
- Prepare and present monthly admissions and outreach reports to the Board of Trustees.
- Manage all aspects of the school's admissions-related outreach including coordinating and attending school fairs and community events.
- Build and maintain strong relationships with the Director of Admissions from peer schools and high school placement counselors throughout the Bay Area.
- Coordinate all major admissions events and programming, including Open Houses, Shadow Days, Financial Aid workshops, and other information sessions, parent/guardian gatherings, and special programming that includes applicant families.
- Create and coordinate new family communications and orientation, including assisting other members of the administrative team to assure that all new families are properly onboarded
- Link new families with an existing current family
- Cultivate relationships with faculty and staff to facilitate the overall admissions and enrollment process and help to ensure full enrollment.

## **Marketing Responsibilities**

- Develop a marketing vision for the school, and work with the school's marketing consultant to develop a plan to fulfill this vision while ensuring that consistency, quality standards and brand guidelines are followed in school communications.

- Devise an advertising plan and work with various media outlets to reach prospective families and support the school's mission with compelling news and information about the school.
- Provide photographic and video content for marketing the school via its website and other avenues.
- Oversee, enhance and manage the school's social media accounts and web content.
- Prepare and present quarterly marketing reports to the Board of Trustees.

## **Qualifications**

- Advanced degree preferred.
- At least five (5) years of experience in admissions and/or outreach work, preferably in an independent high school setting.
- At least five (5) years of experience working in independent school leadership.
- An appreciation for and desire to work with learning diverse students.
- A commitment to supporting diversity, equity, inclusion, and justice throughout all facets of life at The Marin School.
- A positive outlook and the ability to translate the mission of our school into experiences that will attract prospective families.
- Ability to tell an authentic story that resonates with the experiences of current and prospective families and students.
- Ability to take initiative, work passionately and joyfully, take on leadership roles as needed, and collaborate effectively with diverse constituencies.
- Strong written and verbal communication skills, and attention to detail.
- Flexibility and excellent interpersonal skills, with a willingness to engage positively with a variety of school stakeholders.
- Strong organizational skills and the ability to multitask.

The position will begin July 1st, 2022

Please send cover letter, resume, and contact information for four references to [jobs@themarinschool.org](mailto:jobs@themarinschool.org). EEO.