



Director of Enrollment, Marketing and Communications

Summary

Roycemore School seeks a new Director of Enrollment, Marketing and Communications beginning immediately but no later than July 2019. Now in its 103rd year, Roycemore is a highly regarded, coeducational independent school for students from 3 years old through 12th grade. Located in Evanston, Illinois, on the north side of Chicago, Roycemore enjoys a long-standing relationship with Northwestern University including the Northwestern option, where high school students can choose to take college courses at the University as dual-enrolled students for no additional charge.

The Director of Enrollment, Marketing and Communication is a full time professional employee responsible for designing and implementing strategies and tactics to enhance the School's enrollment efforts. As such, the Director will focus on brand management, external messaging, and a variety of marketing activities centered on new customer acquisition. Within this, the Director will also collaborate with the Director of Admissions to lead traditional admission activities helping to welcome and evaluate candidates and their families for enrollment.

The Director will develop and oversee innovative recruitment, enrollment and retention strategies. A proactive and driven leader, the Director will promote Roycemore and further strengthen its reputation in existing markets as well as establish a presence in new ones in order to attract and enroll mission-appropriate students. The successful candidate will enthusiastically embrace Roycemore's mission, culture, and community in order to serve as an effective ambassador. The Director will report directly to the Head of School, and serve as a member of the Senior Administration Team.

For more on Roycemore School, please visit the website at www.roycemoreschool.org

Responsibilities:

- Formulate and execute forward-thinking, strategic recruitment, marketing, communications and enrollment policies and tactics to respond to the needs of the school and marketplace, reach targeted audiences and achieve enrollment goals
- Oversee all aspects of the School's communications, marketing, advertising and recruitment tools including print, video, digital and online communication, event publicity, and media relations
- Evaluate and redesign, where appropriate, all aspects of admissions and marketing to attract a robust applicant pool representative of the demographic diversity of the area
- Develop and direct the vision and metrics for enrollment management ensuring they align with the strategic plan of the school
- Conduct periodic market and demographic research and educate colleagues about those findings
- Maintain and establish relationships with area feeder schools
- Clearly and enthusiastically communicate with all of Roycemore's constituents, including faculty, parents, students, alumni, administration, community members, and the Board of Trustees and keeping these groups appropriately informed of potential issues and accomplishments
- Create a welcoming and inclusive atmosphere
- Monitor, identify and analyze local and national trends in education, admission, and tuition programs that impact enrollment outcomes and provide meaningful reporting to the Head of School and Board of Trustees to inform decision-making
- Recruit and manage student and parent volunteers in support of marketing and admissions
- In collaboration with Director of Development, develop a communication plan to engage alumni constituencies
- Be sensitive to economic, cultural, and other issues present in the enrollment of a diverse student body
- Develop and engage in strategic partnerships, events and activities designed to increase enrollment and visibility

- Represent the School at industry conferences, school fairs and other events.
- Coordinates with the Director of Admissions, the Director of Development and the senior administration team, and may also oversee college work-study students
- Performs other related roles as assigned by the Head of School

Experience, Qualification & Attributes:

- B.S. or B.A. in marketing, communications or a related field. Masters degree preferred
- Prior experience in leading an independent school admissions/ marketing or in high-level sales and marketing, brand management, communications, financial aid and/or admission efforts, preferably at an independent school, college, university, or related experience
- Leadership skills; ability to plan, organize and direct multiple programs and activities, including the ability to develop and lead volunteer teams to support the plan
- Driven, goal-oriented, industrious, and passionate about achieving results
- Outstanding communications, interpersonal and public relations skills, including exceptional writing and speaking skills and facility with media of all forms (social, print, broadcast, etc.)
- Analytical skills; comfort with using data in developing and delivering presentations
- Facility with data and use of current technologies
- Strategic thinking and the ability to implement new initiatives and inspire the engagement of others in the implementation
- Knowledge of effective communications and marketing strategies.
- Proficient, organized, detail oriented and capable manager of people, program and budgets

- Willingness to work a demanding and flexible full-time schedule, including evenings and weekends in order to achieve goals
- A clear understanding of and ability to articulate the mission, value and unique niche of Roycemore School
- Comfort with autonomy and responsibility in the framework of a high performing team
- Ability to protect and handle student records and other highly confidential information

- Proficiency in Word, Excel, Adobe Creative Cloud, and Drupal with significant experience using social media and other web-based communication vehicles in a professional setting
- Proactive, optimistic and positive attitude
- Energy and enthusiasm for the school
- Confident but humble
- High emotional intelligence and cultural competency
- Sense of humor and balanced perspective
- Understanding of and appreciation for young students and adolescents
- High degree of integrity, discretion, and trustworthiness
- Professional demeanor and presentation
- Demonstrated commitment to professional growth and curiosity in order to improve performance and results

Roycemore School embraces diversity of people, cultures, and ideas and is an Equal Opportunity Employer. Individuals interested should send a cover letter and resume via mail or e-mail

to: afinleyodell@roycemoreschool.org