

Director of Enrollment and Marketing

Role: Director of Enrollment and Marketing
Location: Atlanta, GA.
Reports to: Chief Development Officer
Direct Reports: Lead Call Center, Communications Coordinator, Communication Specialist
FLSA Status: Exempt

Job Summary:

The Director of Enrollment and Marketing supports the Chief Development Officer and provides districtwide leadership and direction, overseeing the execution of strategic social media and digital initiatives, including managing viral marketing campaigns and integrating interactive media into the overall business strategy. Campaigns will revolve around both internal and external marketing and enrollment, with an emphasis on engagement of all stakeholders.

Main Responsibilities:

- Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across the brand
- Lead the development of organization-wide social media, print and communication standards, policies and rules of engagement
- Define key performance indicators and implement enterprise level measurement, analytics, and reporting methods to gauge success
- Mentor and provide training to communication and management professionals throughout the organization on best practices for creating, managing, monitoring, and developing content for social networks
- Apply marketing research and development methods to learn and understand emerging trends and technologies in education and to communicate this knowledge clearly and concisely
- Work with the CDO to create collateral and print materials that support the vision and mission of the school
- Monitor school website for accurate and current information and aesthetics
- Work with the call center to be the main point of contact for all student related services

Professional Duties:

- Provides training and disseminates information to the Program Managers and other school administrators regarding student information requirements for the operation of the student information system.
- Convenes regular meetings with the appropriate staff to share information and identify needs for technical support.
- Ensures that staff receives appropriate professional learning on communication techniques as needed.
- Troubleshoots operation and software problems, determines the cause of errors or warning and provides workarounds in cases where the problem is software-related or escalates to technical support if required.
- Responds to specific information requests from the school and district staff, as well as external parties.

- Participates in staff meetings and professional learning days.
- Communicates with the Executive cabinet and direct reports on a regular basis.
- Participates as needed in student recruitment and registration activities to help the school meet enrollment goals.
- Participates as needed in training, social, and educational activities, field trips, and clubs for students and families.
- Maintains confidentiality as required by the school and by law.
- Additional duties as assigned.

Key Relationships:

Internal: Superintendent, Chief Development Officer, Chief Academic Officer, Director of Data Operations, Program Coordinators, Director of Special Education, Coordinator of Counseling & Advisement

External: Parents/Guardians, students, partners, and vendors

Key Behavioral Competencies:

- Communication
 - Excellent oral and written communication skills
 - Aptitude to develop and maintain strong working relationships with both internal and external stakeholders
- Personal Accountability - *When committing to do something, does it decisively, responsibly and with urgency. Can be relied on consistently, including:*
 - Ability to interpret policy, procedures, and data.
 - Demonstrates a strong sense of urgency through prioritizing and following through on commitments
 - Drives hard to meet and frequently exceed goals and objectives within tight timeframes – Meet established deadlines.
- Decision Making
 - Makes timely decisions
 - Takes bold, decisive action or makes commitments, despite risks, conflict or uncertainty, after considering the available courses of action and the needs and values of others
- Adaptability
 - Responds to change with a positive attitude and a willingness to learn new ways of working.
 - Seeks new skills, behaviors and knowledge to increase personal performance capabilities
- Relationship-Building
 - Supervision of staff and project management
 - Establishes rapport with people easily

Background:

- BS/BA degree from an accredited college or university and 3-5 years experience in advertising, communications, marketing, customer service, or public relations
 - Knowledge of graphic design best practices and principles for both print and web projects
 - Strong technical background with advanced computer skills
 - A solid understanding of ethical search engine optimization techniques
 - Demonstrated experience and a passion for the social technology universe (i.e., Facebook, Twitter, YouTube, Foursquare, Flickr, blogs, wikis, RSS, social bookmarking, discussion forums and community software)
 - Experience with online monitoring and measurement platforms
 - Experience with creating and identifying quality social media content related the education industry is preferred
 - Experience developing and launching email and text messaging campaigns preferred
 - Ability to work effectively under deadlines and juggle several assignments simultaneously
 - Ability to distinguish and behave with a good sense of decorum; acting as a brand ambassador is absolutely required
 - Data, analytics, and metrics oriented
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Graduation Achievement Charter HS Philosophy

GACHS is the standard for providing students with creative choices for their future. Proper resources, sufficient support, and the flexibility to differentiate instruction are essential. The most important resource is strong collaboration among stakeholders, starting with an outstanding staff and students invested in their own success. Effective educators engage all students in the teaching and learning process, provide them with the right tools to take charge of their own learning, and facilitate a successful transition to independent lifelong learning.

Graduation Achievement Charter HS Mission

The mission of GACHS is to provide historically underserved students with a flexible and highly individualized virtual high school experience.

An Equal Opportunity Employer

It is the policy of GACHS to provide educational and employment opportunities without regard to race, color, religion, creed, national origin, alienage and citizen status, age, marital status, disability, prior record of arrest or conviction (except as provided by law), sexual orientation, gender (sex), and to maintain an environment free of discriminatory harassment, including sexual harassment, or retaliation as required by civil rights law.
