



NORTHWEST
ACADEMY

Director of Admissions and Marketing

Northwest Academy is a progressive, independent middle school and high school, where, for over 20 years, innovative artists and educators have been teaching tomorrow's creative leaders in downtown Portland. We emphasize creativity, student-centered classrooms, high expectations, and students' development of their artistic and intellectual voices. We value an inclusive, caring culture that supports and challenges students, that is sensitive to their developmental needs and challenges, and that ultimately guides students to celebrate their burgeoning independence and individual spirit.

We are seeking a Director of Admissions and Marketing to begin on or before July 1. Reporting to and in partnership with the Head of School, the Admissions Director will spearhead marketing and admissions efforts, including the execution of the marketing and communications plans, recruitment of students, enrollment management, and community building. The admissions associate and the (new) Community Liaison both report to the Admissions Director.

Responsibilities

The Director of Admissions and Marketing will:

- Cultivate a culture of welcoming and inclusion—as well as a culture of intellectual curiosity and artistic expression—across all constituencies and socio-economic strata.
- Establish and execute forward-thinking recruitment and admissions programs that grow and strengthen the student community.
- Oversee all aspects of the admissions and marketing programs, including collaborating on the establishment of enrollment goals, leading community outreach, and managing open houses, tours, and all aspects of the admissions process.
- Nurture and maintain a highly collaborative relationship with the head of school, the advancement team, the members of the Board, and the faculty of the middle and high schools.
- Contribute to strengthening relationships with the school's alumni and alumni parents, and collaborate on further developing alumni programming.
- Serve as a liaison to the Institutional Advancement Committee of the Board.
- Manage the admissions and marketing budget.
- Arrange and promote open houses for prospective students and their families.
- Conduct outreach visits to other schools, community organizations, and other venues that might have a positive impact on increasing enrollment.
- Direct the admissions process from point of inquiry through enrollment, including: scheduling of shadow day visits, review of application files, orchestration of all student interviews, coordination of admissions testing.
- Serve on the Financial Aid Committee and assist with financial aid process.
- Welcome new families to the school and assist with their integration into the school community.

- Coordinate re-enrollment activities; assist in editing, distributing, and tracking re-enrollment contracts.
- Prepare and maintain statistics regarding enrollment, geographical distribution of students, financial aid, and attrition. Interpret these statistics when appropriate to the administration, faculty, and Board of Trustees.
- Plan marketing for student recruitment and prepare yearly marketing goals and strategies to achieve enrollment goals.
- Collaborate with the development office on PR initiatives to create/produce fundraising-related communication materials to expand and enhance the school's visibility and reputation.
- Review, edit, and update printing of school catalog on a regular basis
- Coordinate and provide oversight for content of school webpage and social media platforms.
- Perform other duties as assigned by the Head of School.
- Serve on Board committees relating to admissions and marketing.

Qualifications

- BA (required), MA (a plus).
- Several years working in school admissions, ideally in an independent school or college setting.
- Experience with school and/or non-profit marketing, including social media marketing
- Demonstrated excellence in organizational and managerial skills in a non-profit setting.
- Superior communication skills, especially in writing.
- A passion for the mission of Northwest Academy.
- A passion for working with a wide range of individuals from diverse backgrounds—colleagues, faculty, parents, alumni, alumni parents, grandparents.
- Extensive knowledge of enrollment management software and database software.
- Experience working with and motivating volunteers and staff members.
- Familiarity with the local community.

Compensation

- Competitive and commensurate with experience.
- Medical, retirement, and tuition remission benefits.

Interested candidates can find instructions for applying for this position on the Northwest Academy Careers Page.

Northwest Academy is an equal opportunity employer and is committed to welcoming and celebrating a diverse student and staff population. We believe every employee has the right to work in an environment free from all forms of unlawful discrimination. It is the policy of the school that employment decisions for all applicants and employees will be made without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, genetic information, marital status, veteran status, disability or other characteristics protected under local, state or federal law. No employee will be retaliated against for raising concerns under this policy. We seek each employee's contribution and assistance in helping us maintain equal employment opportunity.