



Director of Enrollment and Communications

Charles Armstrong School unlocks the unique potential of students with dyslexia and related learning differences, changing the trajectory of their lives.

Position Overview

The Director of Enrollment and Communications reports to the Head of School and is responsible for

- Enrollment Management
- Strategic Communications

The Director of Enrollment and Communications, a key member of the school's Leadership Team, will work in close collaboration with the Head of School, the CFO, the Director of Development, the Director of Admissions and Next School Placement and Division Directors.

As the inspirational leader of Enrollment Management, the Director is responsible for generating new leads, fostering continuous relationships with feeder schools and overseeing the operational effectiveness of the admissions process from inquiry through admission. The Director will formulate forward-thinking, strategic application and enrollment policies.

As the strategic leader of Communications, the Director of Enrollment and Communications will play a key role in the Strategic Planning process by creating the strategic messages that emerge throughout the planning and implementation process.

In consultation with the Head of School, work to create, maintain, and implement a strategic plan for enrollment efforts to ensure that the Admissions office is meeting annual enrollment projections.

The ideal candidate will be a strategic, thoughtful leader, experienced writer, problem solver and team member.

Primary Responsibilities:

- Oversee the school's internal and external communications and marketing, including print and online communication, event publicity and media relations to ensure it reflects the message and vision of Charles Armstrong School.
- Enhance and manage an integrated social media presence.
- Oversee the coordination of graphic design, advertising, photography, videography, writing, editing, graphic identity, speeches/remarks and online content.
- Develop messages and communications for prospective and current families and friends of the School that express an understanding of Armstrong's mission, history, culture, educational philosophy and traditions.

**Education, Certifications, Skills and Work Related Experience:
Required**

- Bachelor's degree required; advanced degree in a related field preferred
- At least 5 years of progressively responsible management experience or an equivalent of education and experience sufficient to perform the essential functions of the job.
- Experience with students with Dyslexia and related Learning Differences preferred
- Demonstrated leadership qualities
- Strong project management skills with ability to work individually and collaboratively under tight deadlines
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines
- Ability to develop, monitor and adhere to budgets and production schedules
- Have successful experience in independent school admission and financial aid
- High ethical standards, integrity, and respect for all constituents
- Ability to think strategically and plan accordingly
- Sensitivity to economic, cultural, and other issues present in the enrollment of a diverse student body
- Excellent interpersonal skills
- Exceptional public speaking, writing and editing skills

Start date July 1, 2018

Charles Armstrong School offers:

- Competitive salaries commensurate with experience
- Attractive medical, dental and vision package, 403b plan
- Tuition reimbursement
- Professional development program

Direct resumes and cover letter to Jessica R Miller
Head of School
jmiller@charlesarmstrong.org
(650) 592-7570

Charles Armstrong School
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Charles Armstrong School is the premier school for children with dyslexia and learning differences in the San Francisco Bay Area with a national reputation for excellence. Charles Armstrong School is a non-profit, independent, coeducational day school of approximately 240 students in grades 2-8. Charles Armstrong School is an Equal Opportunity Employer.

