



OAK HILL SCHOOL POSITION DESCRIPTION

Position Title:	Director of Enrollment Management & Marketing
Area:	Administration
Location:	Oak Hill School in Eugene, OR
Reports to:	Head of School
Appointment Type:	Salary, exempt, 1.0 FTE

The Director of Enrollment Management and Marketing (DEMM) is responsible for leading the strategic and operational components of enrollment, developing the research necessary to inform decision-making, as well as the oversight of student recruitment and retention. The position is also responsible for marketing, communications, and engagement at Oak Hill School, both with prospective families, as well as with our internal community. The DEMM is a member of Oak Hill's Leadership Team, and will collaborate to develop and execute these responsibilities to further the school's mission, values, and strategic goals.

MAJOR POSITION RESPONSIBILITIES

ENROLLMENT MANAGEMENT

- Lead and implement a collaborative and coordinated all-school effort to convey Oak Hill's unique value to the marketplace to attract, enroll, and retain a mission-appropriate, diverse, and inclusive student community.
- Set, with the Head of School, and deliver annual enrollment goals in accordance with the school's mission.
- Collaborate with the Head of School to oversee and direct the school's enrollment and tuition assistance budgets and strategies.
- Serve as the primary contact for all prospective families by phone, email, and in-person; provide an excellent individualized, sincere, and timely service-oriented experience in all interactions and correspondence from point of inquiry through enrollment.
- Responsible for directing the day-to-day work of admissions, including recruitment, fielding inquiries, interviewing and reviewing applications, ensuring all assessments and transcripts are complete, and directing the full admissions process.
- Formulate strategic, forward-looking, data-driven enrollment policies built on best practices to recruit and retain students.
- Serve as a brand champion, enthusiastic school ambassador, and relationship-builder who is skilled at forming new community connections in service of Oak Hill.
- Strengthen marketing outreach to broaden the school's awareness and appeal and find new markets.

- Design and oversee the annual marketing and admissions communications plan, and ensure execution of all admissions publications, advertising, and recruiting materials.
- Sits on the Tuition Assistance committee with the objective of providing perspective that helps award grants in accordance with overall enrollment management goals.
- Prepares and manages annual department budget.

MARKETING & ENGAGEMENT

- Works closely with the Head of School to develop Oak Hill's brand, marketing, and communication strategy.
- Responsible for successfully overseeing Oak Hill's brand positioning, communications, marketing, and public relations initiatives that support recruiting new families, retaining current families, and supporting the healthy development of Oak Hill's culture.
- Oversees and coordinates all school publications, brand placement, and information to ensure consistency of messaging and branding with respect to format, style, and logo presentation.
- Manages the budget, negotiates contracts with 3rd party service providers, and manages work product and workflow.
- Collaborate with members of Oak Hill's Leadership Team for any marketing or communications support they need for events, coordination, enrichments, athletics, performing arts, or after-school activities.
- Attends CSA meetings (our parent organization) and serves as the primary point of contact for engaging with the internal team for events, key communications to the community, and fundraisers, and delegates coordination to the Office Manager, where appropriate for follow-through.
- Ensures photographic coverage of school events and maintains school archives.
- Ensures the completeness and updating of Oak Hill's external and internal websites.
- Manage school online presence across all official social media channels Tracks which students' images cannot be published and screens all publications before publishing, digitally or in print.
- Directs and ensures preparation of promotional projects, such as Oak Hill's Annual Report, weekly GreenGram newsletters to the community, brochures, enrollment materials, etc.

GENERAL

- Engage in the life of the school in a way that promotes Oak Hill's mission and values.
- Support the Head of School, as requested, with special projects, such as presentations to the Board of Trustees, Fundraising, and key events.
- Perform other duties as assigned by the Head of School.

COMPETENCIES

- An entrepreneurial mindset and collaborative spirit with an ability to formulate new approaches to enrollment management, marketing strategies, and the admissions process.
- Outstanding communication skills, both written and spoken, and an ability to connect sincerely with people who have a wide range of experiences, cultural norms, and personalities.
- Ability to represent and promote the school effectively and enthusiastically, fully embracing Oak Hill's mission and values.
- An intuitive understanding of data, analysis, and software platforms.
- Experience with budgeting, working effectively with vendors, and strategically driving results.
- The ability to think critically, creatively, and strategically.
- Strong interpersonal, organizational, and managerial skills. Personal qualities of integrity, optimism, flexibility, and humor.

EDUCATION & EXPERIENCE

- Bachelor's degree in a related discipline.
- Position requires at least 3 years of experience in the enrollment management field.
- Marketing training and/or experience in communications, formatting, and use of key platforms for digital marketing. The ideal candidate will have demonstrated writing, design, social media management, communications, and project management skills.

Working Environment:

This position is subject to completion of a successful background check.

This position requires employees to be fully vaccinated against COVID-19 as defined by Oregon State Law.

This position may be required to lift to 20lbs.

Physical demands include dexterity of office machine/supply operation including computer/telephone, copy machine and printers. Stooping, bending, and reaching for files or supplies required. Sitting or standing for extended periods of time are common.

Due to COVID, this position may be required to work on-site and via remote; however, the duties of the position cannot be fully completed via remote.

Oak Hill School provides equal employment opportunities to all personnel and applicants for employment without regard to race, color, religion, gender, ancestry, national origin, citizenship status, genetic information or condition, sexual orientation, gender identity or expression, age, disability, pregnancy, military status, or status as a veteran.