Director of Marketing and Admissions

Overview:

Boston Outdoor Preschool Network builds joyful communities connected to each other and to their outdoor environments through discovery and play. We believe that children are intrinsically motivated to learn, and that they do so by exploring the world around them. This is the right opportunity for an experienced professional who cares deeply about BOPN’s mission to provide play-based and nature-based education for young children.

Position Summary:

The Director of Marketing and Admissions oversees all aspects of recruitment, admissions, and financial aid, and will direct the admissions process from inquiry through enrollment. The Director will lead a collaborative effort to develop and implement recruitment strategies to ensure Boston Outdoor Preschool Network meets enrollment objectives.  The Director will develop and lead inclusive outreach efforts to recruit diverse families and ensure that BOPN continues to enroll families who both thrive as part of the BOPN community and in turn contribute to the community as a whole.

We seek a team player who has a warm collaborative nature, positive energy, possesses superior organization and prioritization skills, and is self-motivated in the completion of their work.  They will have exceptional communication and interpersonal skills including outstanding writing and speaking skills and the ability to interact comfortably with a variety of people. This person will have a genuine empathy for prospective families and an awareness of the needs and sensitivities of parents, children, teachers, staff and administrators.

Position Description:

* Location: primarily work from home; also lead tours at our MassHort and Arboretum locations and substitute-teach at both locations as needed
* Start Date: as soon as possible
* Hours: full-time (we would also consider part-time for the right candidate)
* Compensation: $50,000/year for full-time; free tuition for your child
* Schedule: year round

Responsibilities:

*Marketing:*

* Joins local parent/family Facebook groups in order to publicize our tour dates and new program offerings
* Creates a system for email marketing with lists of past/current/future/prospective families
* Engages parents to help with marketing:
  + Encourages parents to help us with marketing in any way they feel comfortable (reviews, yard signs, posting our open house dates on facebook groups, car magnets, bumper stickers, flyer in their office/shopfront, etc)
* Posts flyers on telephone poles, lamp-posts, ice cream shops, playground bulletin boards, etc.
* Creates opportunities for BOPN to be featured in local news outlets when possible
* Plans special events to keep alumni engaged and to raise BOPN’s profile in the community
* Lists BOPN in online directories for preschools and summer programs
* Comes up with new marketing ideas and tracks the effectiveness of our current strategies

*Admissions:*

* Responds to new admissions inquiries and emails from enrolled parents within 24 hours (48 hours on weekends)
* Helps direct parents toward the program and start date that best meets their needs
* Schedules and often attends in-person tours and zoom information sessions with prospective families
* Keeps track of hundreds of admissions inquiries for all BOPN programs
* Helps families move through the admissions process and follows up with families who get “stuck.”  Engages Sara/Shela/Sarah, teachers, and currently enrolled families to connect with prospective families.
* Updates the interest form, enrollment forms, family handbooks, and program info on our website
* Manages our waiting lists

*Enrollment and Billing:*

* Processes enrollment forms within 24 hours (48 hours on weekends)
* Posts each family’s bill on Sandbox and guides families through the account verification and billing process
* Places children into classes
* Takes care of families who want to change their enrollment mid-year

*Miscellaneous tasks:*

* Substitute teaches
* Works with co-founders to manage summer program
* Performs various HR tasks: background record checks, staff records checklists, etc

*These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related duties as required. Boston Outdoor Preschool Network is a start-up nonprofit and thus job responsibilities change frequently as we grow. Flexibility is needed!*

Qualifications:

*Communication skills:*

* Highly engaging energy when giving tours!  Eager to engage prospective parents in conversation about their children during tours to learn what is most important to each family
* Clear and professional email, phone, and zoom communication with prospective families
* Excellent storyteller, writer, editor, and proofreader, with an ability to convey messages succinctly

*Critical Thinking:*

* Able to figure out next-steps, generate checklists, and suggest new innovations based on an understanding of BOPN’s goals and priorities
* Takes initiative. For example: “Here’s what the data says.  Here are my inferences and recommendations.  In the future here are two challenges that might arise, and here’s how we could prepare for them now.”

*Technical skills:*

* Comfortable using google drive, google docs, and google calendar
* Eager to learn how to use Sandbox for enrollment and billing

*Work habits:*

* Must have a dedicated work space free from distractions
* Committed to providing prompt customer service
* Well-organized, conscientious, and detail-oriented
* Loves checklists.  Able to keep track of multiple projects at the same time and prioritize tasks
* Fearless in putting yourself out there and cold-calling/emailing on behalf of BOPN
* Timeliness:
  + Sense of urgency for tight deadlines
  + Responds to emails from parents and supervisors within 24-48 hours
  + Willing to work on weekends, evenings, and holidays when needed to provide prompt customer service to prospective parents