



White Mountain Waldorf School

Inspiring a Love of Learning

2016 – 2017 Position Opening: Director of Marketing and Development

The White Mountain Waldorf School is seeking a Director of Marketing and Development. The right candidate will be responsible for marketing the White Mountain Waldorf School and managing the development and enrollment processes.

The Marketing and Development Director's primary responsibility is to reach operational goals through strong donor relations and full student enrollment. This will be achieved, where appropriate, through the evaluating and designing of the marketing program, leading the Development and Enrollment committees and collaborating with the Board, Administrator and Faculty.

Other responsibilities include, but are not limited to:

- Planning and overseeing the Marketing and Development budget.
- Scholarships, Endowment, Planned Giving, and Capital Campaign fundraising as the strategic plan unfolds.
- Organizing and overseeing recruitment events, overseeing a network of parents, former parents and alumni to assist in enrollment and donations.
- Developing marketing materials, mailings and publications.
- Overseeing the content on the School's website.
- Preparing, maintaining, analyzing and communicating statistics regarding recruitment, retention, and attrition.
- Representing the School at events and various gatherings and conferences, as appropriate.
- Leading school tours for donors and perspective families.
- Guide new families through the enrollment process.
- Building strong relationships with feeder schools and other individuals and organizations in the area that can contribute to robust development of the school.
- Supporting the collegial workings of the administration section of the school as a whole.
- Staying current on issues in Waldorf education and best practices in marketing, enrollment and development for independent schools.
- Performing other duties as requested.

Required Qualifications:

- Bachelor's degree in sales or marketing.
- A record of independent accomplishments in marketing and multimedia platforms.
- Excellent communication and organizational skills
- Ability to take initiative and work independently.
- Excellent computer skills including database and spreadsheets.
- Ability to work well with others and with volunteers.
- Enjoys community outreach and meeting people, personable yet professional

This is a year round, full time, exempt administrative position with benefits that include tuition remission and a competitive salary within the Waldorf School movement.

To apply, please send a letter of application, three written references from people familiar with your work, and a short autobiography with your resume. Please email your information to the attention of: Board of Trustees, White Mountain Waldorf School, WMWSBoard@outlook.com

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