

Director of Admissions and Marketing Job Opening

Spring Garden Waldorf School is seeking a Director of Admissions & Marketing to join our administrative team.

We are seeking a professional who demonstrates initiative, creativity, strong relationship-building skills, and an active interest in life and learning. We are committed to fostering a diverse, equitable, and inclusive environment for all students, families, and staff. This is a full-time, salaried position with benefits and occasional evening and weekend commitments.

The Director of Admissions & Marketing leads the school's enrollment, retention, marketing, and communications efforts. This position works closely with prospective and current families, faculty, staff, volunteers, and the Board of Trustees to guide families through the admissions process, develop strategies to support enrollment and retention, and share the distinctive value of Spring Garden Waldorf School throughout the greater community.

Responsibilities include overseeing the enrollment process from initial inquiry through admission and re-enrollment; planning admissions events and tours; managing EdChoice Scholarship Program communication and procedures; developing and implementing the school's marketing plan; overseeing the website, social media, promotional materials, and brand awareness; coordinating marketing and community outreach events; chairing the Marketing Committee; supervising admissions and marketing-related staff; and providing enrollment and marketing data and reports to school leadership and the Board of Trustees.

The ideal candidate will possess strong communication, organizational, and project management skills and have experience in admissions, marketing, communications, nonprofit management, or a related field. A bachelor's degree in a relevant field and a minimum of three years of related professional experience are preferred. Equivalent combinations of education and/or experience will be considered. Experience in a Waldorf school and/or an openness and active interest in Waldorf education is preferred.

Interested candidates should submit a résumé, cover letter, and three letters of reference to learn@sgws.org, Attn: Director of Admissions & Marketing Hiring Committee.

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications described in a job post. We are most interested in finding the best candidate and future colleague. We encourage you to apply, even if you do not believe you meet every qualification described.