



**Director of Admission Recruitment and Marketing  
Beginning 2021**

**Description**

Baker Demonstration School, an independent progressive PK-8 school on Chicago's North Shore, is seeking a Director of Admission Recruitment and Marketing. The Director of Admission Recruitment and Marketing will design and implement marketing and outreach efforts to prospective students and families, feeder schools, community and professional groups and partners in the Chicago and North Shore regions.

The Director is responsible for lead generation and works to identify, cultivate and build interpersonal and institutional relationships on behalf of Baker that strengthen a diverse and targeted applicant pool leading to the enrollment of qualified students.

We value candidates who have strong interpersonal skills, an entrepreneurial spirit, and a proven track record for successfully cultivating new markets, developing and telling the compelling story of a mission-based organization, and leading marketing and advertising efforts.

**Required Qualifications:**

- Lead generation, outreach, recruitment, marketing and/or admission experience, including social networking
- Demonstrated success at cultivating and managing constituency relationships
- Demonstrated cultural competence and superior interpersonal skills in working with a diversity of prospective families and partner organizations
- Experience planning and executing successful outreach, recruitment and events
- Highly organized, self-motivated, action-oriented, collaborative and communicative work style
- Ability to establish priorities and manage multiple tasks simultaneously
- Flexibility and ability to pivot and accept, process and adjust to coaching as needed
- Strong presentation skills including qualitative and quantitative information
- Ability and willingness to travel in Chicago and North Shore
- Flexible, with the ability to work evenings and weekends when needed
- Adaptable problem solver, responding to new challenges and emergent needs with a growth mindset and solution-oriented approach
- An established network of relevant educational networks in the Chicagoland area preferred

**Responsibilities related to key initiatives**

- Identify admission recruitment opportunities and attend speaking engagements, school fairs and presentations as well as manage Baker-hosted outreach and cultivation events
- Identify, build, manage, enhance and maintain relationships with schools, community and professional groups and organizations leading to greater interest in the Baker admission process, implementing clear strategies for targeting diverse groups of students to cultivate interest in Baker
- Research, assess, visit and report regularly on feeder schools and other groups and identify new sources of prospective applicants
- Create and implement a Marketing and Recruitment Plan outlining clear strategies for messaging and



- expanding Baker's enrollment in targeted markets including diverse groups of students
- With the Enrollment Management team, establish and refine recruitment metrics and benchmarks for Baker's admission outreach and recruitment
- Build relationships with prospective families and move them to the application process
- Manage a recruitment calendar in coordination with the Enrollment Management Team
- Maintain tracking, project management and benchmarking information on marketing, outreach and recruitment activities
- Develop and manage a network of volunteers to support targeted recruitment efforts

### **Key Relationships**

- Reports to Head of School
- Member of Leadership Team and Enrollment Management Team
- Collaborates with Director of Enrollment Management on generating mission-fitting applicants
- Collaborates with Director of Communication and Advancement on integrated marketing strategies, synergies for internal and external communication, and brand consistency

### **School Information**

Founded in 1918, Baker Demonstration School is an independent day school committed to providing an exemplary Preschool, Elementary and Middle School progressive education to our 200 students. Our students come from Chicago, Evanston, Wilmette and other North Shore communities. We believe that children learn best in an inclusive, creative community that encourages individual risk-taking and values learning by doing. Baker's experiential approach nurtures the development of the whole child enabling each student to be fully prepared for intellectual, artistic, physical and social/emotional challenges well beyond Baker.

#### **At Baker:**

- We cultivate our students' intrinsic motivation to learn and their active participation in the learning process
- We foster excellence through critical thinking and integrated connections across academic and artistic endeavors
- We promote collaboration while developing leadership capacity
- We foster citizenship by encouraging students to develop self-awareness and compassion for others
- We celebrate individual, familial and cultural identities and graduate students with an understanding and respect for diversity, equity and inclusivity

### **Application Materials**

Candidates should submit a letter of interest, resume, and educational philosophy to [employment@bakerdemschool.org](mailto:employment@bakerdemschool.org).

### **Non-Discrimination and Disability Policy**

Baker Demonstration School is an equal opportunity employer and makes all employment decisions, including those related to recruitment, hiring, training, promotion, and recognition of individuals on the basis of their ability and job related qualifications and without regard to race, gender, religion, national origin, sexual orientation, disability, or any other classification prescribed under applicable federal, state, or local law. We



actively seek diversity among faculty and administration as well as among students. The school complies with the law regarding reasonable accommodations for employees with disabilities. Applicants requiring reasonable accommodation in order to participate in the application/interview process are requested to contact the School in order to arrange such accommodation.