



Position vacancy announcement

Title: Director of Enrollment & Community Outreach

Reports to: Principal & CEO

Anticipated start date: January 2017

About our school

Provident Charter School is a tuition-free approved charter school in Pittsburgh, PA that was designed to address the needs of students diagnosed with dyslexia. The school opened in August 2016 for students in Grades 3 and Grade 4 and currently enrolls 67 students from over 25 school districts in Western Pennsylvania. Parents and guardians have been amazingly pleased to have a school remediating dyslexia and addressing homework during the school day, allowing them to focus on having a well-balanced life with their child. PCS will expand to serve students in Grades 3, 4 & 5 in 2017-18 and expansion will continue through fall 2021 when the school reaches capacity serving Grades 2 through 8.

Position Summary

The Director of Enrollment & Community Outreach will be the lead strategist to help the school achieve full capacity of 336 students in Grades 2 through 8 by fall 2021. By seeking out opportunities to accurately reflect the school's academic program, culture and core values the Director of Enrollment & Community Outreach will establish Provident as one of the nation's leaders in educating students with dyslexia.

Job Goals

- To establish Provident as one of the nation's leaders in educating students with dyslexia.
- To develop and maintain professional relationships with members of the dyslexia community and those who are able to diagnose dyslexia.
- To both lead and assist in the education of Western Pennsylvania residents in understanding and becoming aware of the indicators and effects of dyslexia.
- To create and carry out a systematic process for welcoming all new students into the PCS community.
- To drive enrollment to annual capacity.

Required Qualifications

1. Bachelor's degree or the equivalent.
2. Ten or more years of work experience.
3. Demonstrated knowledge of dyslexia, an understanding of common indicators of language-based learning difficulties and an awareness of how dyslexia effects children and families.
4. Proven ability to develop and execute against a strategic plan.
5. Proven ability to develop strong relationships and professional partnerships.
6. Outstanding interpersonal and written communication skills.
7. Integrity, dependability, humility, professionalism and the ability to maintain confidentiality.

Desired Qualifications

1. An advanced degree in education, communication or marketing.
2. Professional experience working with students with dyslexia.
3. Five or more years of experience working in an independent school, public school, charter school or public agency.
4. A great sense of humor.

Professional Responsibilities

1. Present the school to prospective students and parents, including systematic and efficient handling of applications and communication with prospective parents.
2. Create new relationships with individuals and organizations that are dedicated to serving students diagnosed with dyslexia.
3. Carry out marketing plans with advertising representatives and known contacts.
4. Organize, coordinate and host school-related events which will require the ability to work during nights and weekends.
5. Represent the school at various gatherings and conferences locally and nationally.
6. Oversee the process of enrolling new students to the school.
7. Work with the marketing team to produce high-quality, mission-focused, effective enrollment and marketing materials, mailings and publications.
8. Evaluate all aspects of the enrollment process and external marketing plans with the goal of increasing enrollment to reach capacity.
9. Manage the re-enrollment process of current students for the succeeding year.
10. Conduct community outreach activities and host local community events to develop a strong working relationship with members of the Troy Hill community.
11. Perform other duties as assigned by the Principal & CEO.

Terms of Employment: Twelve (12) month position.

Evaluation: Performance of this job will be evaluated by the Principal & CEO.

Salary and benefits

- Salary range starting at \$40,000 (dependent upon experience)
- Employer paid retirement contribution matching 10% of salary
- Employer paid dental, vision, life insurance benefits
- Significant employer contribution toward health insurance

How to Apply

Interested candidates should email a cover letter & resume to Brett T. Marcoux, Principal & CEO at bmarcoux@ProvidentCharterSchool.org. The subject line of that email should reflect the position title. Applicants are encouraged to act with urgency.

Provident Charter School provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.