

SOCIAL JUSTICE SCHOOL

Organizational Overview:

The Social Justice Public Charter School (SJS) is a 5th - 8th middle school located in Washington DC.

Our mission is to catalyze an integrated community of middle-school learners to be scholar-activists who are designers of a more just world. In order to design a more just world, our students require an education that embraces and lives out a set of core beliefs about what it means to be human.

The SJS Community will proudly reflect the diversity of America — racially and socioeconomically diverse, integrated, democratic, and problem-solving. Students, teachers, and parents develop a passion for social justice and are empowered to identify needs and enact change in their school, community, and the world. Our **academic model** is rooted in social justice, built around culturally responsive learning, keeps learning active through expeditionary learning, and empowers students with design thinking projects.

Overview

SJS is searching for a **Student Recruitment & Enrollment Coordinator**. The primary purpose of the Student Recruitment & Enrollment Coordinator is to support the growth of our first school by performing targeted outreach and support to prospective families interested in attending SJS.

This position will require you to work closely with our Executive Director and Director of Operations to execute on SJS' family engagement goals. Ability to engage families in dialogue about SJS and a passion for our mission is a must. This position will serve as a representative of our organization and will be expected to execute their responsibilities with professionalism and a high degree of customer service.

The primary responsibilities of the Student Recruitment & Enrollment Coordinator includes:

Student Recruitment (90%)

- Analyze recruitment trends and data to create a metric-driven strategy around new family engagement that meets recruitment and enrollment goals;
- Lottery and Enrollment - management of MySchoolDC for the school, as well as the lottery and enrollment process.
- Planning and Strategy - significant role in strategic planning, development/recommendation of policies
- Develops and manages family engagement cycle to help ensure that interested families are aware of the process to fully enroll at SJS
- Ensures that parent info sessions, school tours, and enrollment process are tightly planned and executed
- Manage street team members and design and execute strategy to increase student enrollment

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- Maintain, organize, and manage recruitment communications with interested families and applicants, including email, voicemail, SJS's website, and social media
- Canvassing within recruitment areas specified by the recruitment plan you are helping to execute
- Canvassing includes but is not limited to knocking on doors, making contact with local community groups and businesses, and handing out pamphlets to prospective families at events and high traffic locations.
- Attending family-based events that will target prospective families.
- Searching for new events and locations to recruit prospective families.
- Support in data entry
- Develop partnerships with non-profit organizations to support the needs of SJS families and our school mission
- Support with phone calls to new and prospective families
- Virtual and In-Person Event planning and marketing of informational meetings for prospective families
- Tracking recruitment work in target area to ensure all potential families are contacted
- Providing feedback to inform continued refinement of recruitment plans

Public Relations/Communications (10%):

- Create and post engaging content daily on social media platforms (Facebook, Twitter, LinkedIn, Instagram), measure the effectiveness of this content, and drive deeper engagement
- Perform SJS Event Outreach to Community Stakeholders and Families
- Develop partnerships with non-profit and for profit organizations that will support family engagement
- Develop and monitor a digital marketing campaign that includes but is not limited to: paid social media ads, podcasts, google ads, and other digital platforms
- Partner with a reputable mission aligned videographer and photographer to create content to support SJS recruitment efforts
- Identify and capture stories, news, events, videos, and images that will elevate the SJS brand on digital platforms, including the SJS News + Announcements blog

Requirements

- A passion for SJS' mission and a belief that all students can grow and learn.
- Excellent interpersonal, communication, and customer service skills
- Strong PC-based computer skills, and ability to learn new computer programs quickly
- Ability to work in a team, as well as follow through independently to complete tasks as required
- Ability to maintain strict confidentiality where required and discretion when involved in sensitive conversations

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- Genuine enjoyment of “on the ground” work, combining people and project management with direct
- execution of detailed processes.
- Skilled at building strong working relationships with people in both senior- and junior-level roles.
- High tolerance for ambiguity, changing work priorities and deadlines, and a willingness to take on responsibilities and to prioritize work on multiple projects

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk, hear, and communicate with both adults and children. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is frequently required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 50 pounds and occasionally climb ladders. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is moderate to high.

Compensation:

Commensurate with qualifications and experience.

TO APPLY:

Please go to <https://thesocialjusticeschool.org/careers/> to apply.