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## North Seattle French School (NSFS) Job Description – School Year 2020-2021

### **Position: Marketing/Admissions Coordinator**

Part-time

Start date: August 1, 2020 - July 31, 2021 with a possibility of renewal

Hours: Monday-Friday, 16 hours a week, preferably 2 or 3 mornings a week plus additional hours for occasional educational fairs or other events on evenings and weekends

Salary: \$30-40/hour depending on experience; plus benefits (health, dental, vision, retirement)

Report: Interim Head of School

**About North Seattle French School:** North Seattle French School is an independent elementary and preschool offering bilingual education in an engaged community environment. The NSFS program blends strong academics in both French and English with a school-wide emphasis on creative problem solving, collaboration across subjects, and social and emotional learning. Students and faculty join us from the greater Seattle area and around the francophone world, united by the belief that learning another language supports children as they grow into flexible independent thinkers. Our students go on to middle school and beyond with confidence in both French and English, prepared to contribute as global citizens in the world. Learn more at [northseattlefrenchschool.com](http://northseattlefrenchschool.com).

*Job responsibilities include but are not limited to:*

### Admissions:

- Be primary point of contact for prospective families
- Share the mission of the school with prospective families
- Respond to emails from prospective families (preschool and elementary school inquiries)
- Maintain and update yearly school calendar with admissions visits
- Follow up with visitors and encourage them to apply
- Lead families through the admissions process via Gradelink
- Manage admissions spreadsheets
- Coordinate admissions testing with families as needed
- Secure and track necessary documentations (online application, application fee, preschool evaluation, report cards. etc.)
- Schedule, attend and assist organization of all Open Houses
- Schedule school tours
- Track student applications (application payment, application file) and enrollment with the operations manager and interim Head of School
- Schedule Parent-Child visits and conduct visits
- Manage student body statistics
- Work directly with Interim Head of School, Operations Manager and Board Chairs for various tasks



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### Marketing & Communication:

- Develop and implement marketing and parent retention plan
- Research and initiate opportunities to attract new students through networking and marketing
- Build network of relationship with outside institutions or groups
- Seek out opportunities to connect with the larger French/Francophone and bilingual educational community (French Fest, SIFF, French Chamber of American Commerce, etc.)
- Work with the interim head of school in creating positive prospective and current parent experiences through tours, events, etc.
- Assist in establishing NSFS in the greater Shoreline community
- Coordinate and participate in recruitment events
- Maintain and update yearly school calendar with school events
- Make changes to daily schedule for special events
- Be familiar with general school logistics and procedures (admissions process, etc. ) in order to be able to answer questions from parents
- Find lists to advertise in different neighborhoods to attract Preschool and K
- Assist with collateral and material production for marketing material/purposes
- Manage Social Media
- Manage the school website if the help of a parent volunteer
- Organize, order products with the help of the office manager, and run 2-3 pop-ups in various locations in Seattle
- Graphic Design - help put together brochures/annual reports/ mailing layouts/posters/photoshop for special events throughout the year
- Market to greater Seattle for community events
- develop a detailed one to three year marketing plan to target, nurture, enroll and keep mission appropriate students
- Develop a marketing committee with parents volunteers

Ad hoc requests as requested and agreed upon.

### Qualifications

The Marketing/Admissions Coordinator must have a minimum of 2 years experience in a school environment. Fluent in French and English a plus.

In addition the Marketing/Admissions Coordinator must have:

- Very strong organizational and excellent verbal and written communication skills
- Capacity to initiate relationships with potential families
- Ability to work individually and as a member of a team



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- Good public speaker
  - Detail oriented
  - Proactive and take initiative
  - Flexibility and ability to adapt
  - Exhibit leadership and problem solving skills
  - Multitask
  - Ability to forecast and create and implement strategic plans
  - Technology/computer skills (Google Drive, Office Suite, Database Management)

To apply, please send a cover letter, a resume, and three professional references to [positions@northseattlefrenchschool.com](mailto:positions@northseattlefrenchschool.com)

Applications that do not include these requested items will not be considered for the position. NO phone calls. North Seattle French School is a non-profit organization and Equal Opportunity-Affirmative Action Employer.