



Job Description

Job Title: Bay Area Regional Enrollment Outreach Coordinator

Reports To: Flex Academy Head of School

FLSA Status: Non-Exempt

Department: School Development

Summary: Reports to Flex Head of School, who is responsible for academics and all operations of SF Flex Academy. Responsible for new student enrollment for multiple charter schools in the Bay Area. By utilization of strategic marketing and community engagement tools, garner support for and subsequent enrollment in K12 powered blended learning schools.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Understanding and Creating Demand for Existing and New Flex Academies

- Enrollment plan
 - Help refine and implement marketing message
 - Develop an enrollment plan for each school that maps to the enrollment goals for each school
 - Coordinate activities and initiatives with Head of Schools, K12 Marketing and school operations teams as needed
 - Help create regional and local advisory committees
 - Assist with Application Forms/Document Processing as needed
- Outreach
 - Meet with leaders of Public and Private Schools, Community Organizations, and religious institutions to recruit students
 - Make presentations to targeted groups to educate community about available educational options
 - Lead enrollment open houses and enrollment tours
- Parents
 - Establish strong relationships with parents and parent groups, and work with them to increase enrollment

Other Related Duties:

Perform other program-related duties as may be assigned by the supervisor and/or designee

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's Degree or equivalent, or substantial work experience equivalent in Business or Education.

Computer Skills:

To perform this job successfully, an individual should have knowledge of MS Word processing software; MS Excel spreadsheet software; MS Outlook, and MS Access database software.

Supervisory Responsibilities:

None

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 job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and distance vision. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel and reach with hands and arms.

Other Requirements: Access to car for reimbursed travel for enrollment efforts in various Bay Area regional sites (e.g. San Francisco, Walnut Creek, Morgan Hill, Santa Clara County) not easily or efficiently accessed by public transportation.

For inquiries, please contact Mark Kashner at mkashner@k12.com