



## **Parent Engagement & Marketing Officer Job Description**

The Franklin School of Innovation (FSI) is a college-preparatory EL Education public charter middle and high school in Asheville, N.C. The school opened in August, 2014, serving grades 6 – 9. The school has expanded each year, and currently serves 645 students in grades 5-12.

### **The FSI Mission:**

The Franklin School of Innovation is preparing the next generation of leaders, capable of solving problems and participating effectively and ethically as local and global citizens. Through challenging academics, real-world learning, and community engagement, our students discover their potential, develop persistence and recognize the value of others. Our graduates are ready for the future they will create.

### **Core Elements of our Educational Model:**

- *Learning Expeditions:* Expeditions are long-term, teacher-designed studies, often multi-disciplinary, that involve students in original research, critical thinking and problem solving. They incorporate fieldwork or service learning and culminate in student products of value to an external audience.
- *Crew:* Crew is an integral component of EL Education schools, in which small groups of students meet with an adult advisor several times a week to explicitly work on team building, relationships, our Habits of Scholarship, and prepare for Personal Learning Plans and portfolios.
- *Service Learning:* Integrated into our academic program to enrich learning, provide real-world applications, and build students' understanding of themselves as local and global citizens.

## **Job Description:**

The Parent Engagement & Marketing Officer's primary responsibility is to work with parents and community members to inspire and motivate families to join The Franklin School of Innovation community. This position will build and maintain relationships with internal and external stakeholders, take charge of the student recruitment and enrollment process, and manage school-wide marketing and communications.

It is the school's goal to become an intentionally diverse school. The Parent Engagement & Marketing Officer has primary responsibility for ensuring that the school's communication, outreach, and marketing materials are accessible and responsive to students of color, low wealth families, and families who speak a primary language other than English.

## **Position Responsibilities:**

- Develop extensive knowledge of The Franklin School of Innovation's mission, vision and school culture.
- Maintain a clear branding strategy and marketing approach to recruit, enroll and retain students and families.
- Build and maintain relationships and engage with community organizations with intentional focus on relationships with underrepresented groups in our school community This will require field work in the neighborhoods we serve in order to meet with our partners, community organizations and directly with students and families.
- Own the student enrollment system and integrity of process, including procedures and logistics.
- Maintain student enrollment system data, manage lottery, waitlist, and verify accurate and complete student registration.
- Develop and execute communications strategy including website, and social media. Coordinate messaging to ensure consistent and accurate information to all stakeholders.
- Create and revise branded school recruitment materials including brochures, flyers, ads, and forms.
- Collaborate with peers to enhance the instructional environment.
- Model professional and ethical standards when dealing with students, parents, peers, and community.

- Meet professional obligations through efficient work habits such as: meeting deadlines, honoring schedules, coordinating, etc.
- Perform other duties and responsibilities as assigned by supervisor.

### **Skills and Qualifications:**

- Commitment to FSI's mission and educational program, and the continuous improvement of the school.
- Positive and outgoing nature; outstanding interpersonal skills and ability to build relationships with various cultures and communities.
- Knowledge of local parent and student community.
- Graphic design and editing skills.
- Excellent written and verbal communication skills.
- Excellent organizational skills and ability to prioritize work and meet deadlines.
- Meticulous attention to detail and passion for well-run process.
- Desire to continue professional development.
- Excellent teamwork skills and an ability to collaborate closely with colleagues, parents, and students.
- Excellent work ethic, positive attitude, flexibility and willingness to perform tasks assigned.
- Flexibility to work evenings and weekends.
- Demonstrates ethical behavior and confidentiality of information about students in school environment and community.
- Must pass extensive background check and drug screening.

### **Education and Experience:**

- Bachelor's degree preferred in marketing, business, communications or related field and/or other courses relevant to job description.
- Experience working in schools or other social service provider, and a familiarity with public education in Asheville/Buncombe County is preferred

### **Compensation and Development:**

- Salary Target: Competitive
- Retirement
- Medical benefits

- On-going Professional Development with Expeditionary Learning including one-on-one technical assistance from EL staff, regional and national training institutes.
- Non-EL regional/state/national training, programs and conferences on areas of: school startup, finance, and leadership.

**Application Process:**

Please email application to [jobs@thefsi.us](mailto:jobs@thefsi.us). No faxed applications, please. Complete application packets include: Cover letter, résumé/curriculum vitae, copy of credentials, and references.

**Recommended date for application: March 15, 2021.** Interviews will be conducted on a rolling basis and will continue until position is filled.