



Recruitment Coordinator

Description of school: Arthur Morgan School is a small, alternative boarding and day school for 27 students in grades 7-9. Our 100 acre campus, located in the Black Mountains of North Carolina, consists mainly of woods and meadows, with creeks and a pond; it is surrounded by National Forest. The school fosters a loving, energetic living/learning community dedicated to supporting individuality while teaching group cooperation. A balance is sought between academics, outdoor activities, and meaningful work. Experiential learning and responsible participation in community are emphasized throughout. Boarding students live in homes with two or three staff members, and the entire community actively shares work, study, play, and decision-making.

Purpose of the Recruitment Coordinator: to continuously attract and retain full desired enrollment and to regularly have a waiting list.

Responsibilities:

- 1. Outreach:** to build connections to establish feeder organizations with a goal of achieving full enrollment of a student body that can succeed in academics and in community.
 - Build and maintain connections with Quaker, Montessori, and alternative education schools; wilderness programs; summer camps; alumni and parents.
 - Support the Staff and Board in understanding and communicating a simple, effective Elevator speech
 - Maintain and develop display materials, give-away materials and distribute these materials effectively.
 - Keep detailed records of visits, events, inquiring families and students to track follow up actions and inform future recruitment activity
- 2. Advertising & Marketing:** (in coordination with the development personnel) to identify and engage alternative, progressive, Montessori, informed parents, as well as parents and students not comfortable with their current educational situation/prospects.
 - Produce, or enable others to produce, targeted articles/stories and photos for specific periodicals, magazines and newspapers.
 - Develop and grow a social media campaign utilizing Google ads, Facebook ads, Facebook content, Instagram content, You Tube Channel and content. Establish links to the website. Track analytics.
 - Create and consolidate files of: pictures, testimonials, presentations, and the like.
 - Promote AMS calendar events
- 3. Student retention:** to encourage full three year participation at AMS or through 9th grade year.
 - Conduct exit surveys/conversations to ascertain why students withdraw after accepted and how to adapt to retain students.
 - Cultivate awareness of communication skills when talking with parents
- 4. Staff work**
 - Create a recruitment calendar of events.

- Manage recruitment budget
- Attend quarterly Board meetings (August, November, January, & March): Present recruitment updates/progress
- Attend at least one staff meeting each week, attend the weekly All-School meeting.

Requirements:

One must be committed to alternative education; be interested in learning; be able to work cooperatively with other adults; and enjoy a simple lifestyle that includes physical work and outdoor activities. Experience with recruitment and marketing is an asset. Computer and social media skills and abilities sufficient to develop and maintain materials for recruitment and to execute tasks associated with social media. Willingness to learn about and work within the consensus process is essential. Flexibility and a sense of humor are also very important. We ask for at least a two year commitment from new staff members, as it takes a year for new staff and students to become acclimated to our program. Travel is an integral part of this position, as one will attend conferences, workshops and visit other schools to educate others about AMS.

Benefits:

The compensation package for this position could look different depending on the candidate and fit. General staff (teachers and house parents working at the school) are compensated with free on-campus housing, a salary of around \$16,000, and access to affordable ACA health insurance. In the past, this position has been compensated in the same way. It is also possible that this position could be compensated at a higher salary without housing benefits.

To Apply: Please send a resume with a cover letter stating why you want to work at AMS, how AMS fits into your on-going interests, and describing any relevant past experience. Call for specific job descriptions, information about openings or with questions. We typically review resumes and letters of interest every few weeks and phone interview several persons chosen from the pool of applicants. After a positive phone interview, we invite applicants to interview in person on our campus for two days and two nights. This visit includes time for both formal and informal interviews with applicants and includes the opportunity for applicants to work with students and staff as we progress through our daily schedule. During this process we are interested in staff and student interactions with and observations of the applicant, and we are interested in the applicant's questions and observations of our program.

The Arthur Morgan School, Inc. is committed to equality of educational opportunity and does not discriminate against applicants, students or employees based on race, color, national or ethnic origin, religion or sexual orientation or preference, gender identity or expression, or economic status.

A LIVING, LEARNING COMMUNITY FOR GRADES 7, 8, AND 9
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