

# Recruitment & Enrollment Coordinator

Citizens of the World Charter Schools – Kansas City

## SUMMARY

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The mission of CWC Kansas City is to provide an excellent public education focused on developing and demonstrating **understanding** while building **connections** within a **diverse** community.

The Recruitment & Enrollment Coordinator builds meaningful relationships with prospective families with the purpose of guiding them through the application, registration, and ultimately, the annual re-enrollment processes.

This is a full-time position located in Kansas City, MO. Daily hours may be flexible in order to accommodate evening/weekend recruiting responsibilities with in-office requirements. For more information on Citizens of the World Charter Schools – Kansas City, please visit [www.cwckansascity.org](http://www.cwckansascity.org).

## RESPONSIBILITIES

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The primary role of the Recruitment & Enrollment Coordinator is to ensure that all CWC Kansas City schools are fully enrolled. An exemplary Coordinator will accomplish this by building personal relationships with individual families as well as community partners, sharing best practices, and developing strong marketing materials and messages for students and families. Additionally, they will train and coach team members on effective recruitment and enrollment strategies and tactics. This role reports to the Director of Operations. Specific duties are outlined below and may include other duties as assigned.

### New Student Recruitment

With the metric of being fully enrolled at all grade levels:

- Coordinate, be accountable for, and execute a strategic student recruitment outreach program, including:
  - Identifying strategies and tactics in line with CWC Kansas City's commitment to Diversity-Equity-Inclusion
  - Developing partnerships and outreach opportunities with preschools, community organizations, schools, and other sources for enrollment.
  - Mobilizing the CWC Kansas City parent community to support efforts
  - Seek out, schedule, and represent CWC Kansas City at enrollment fairs and community events
  - Designing and developing hard copy and digital marketing materials
- Guide families through a 3-step process to be "Day 1 Ready" – Recruitment, Enrollment, and Engagement.

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## Citizens of the World Charter Schools – Kansas City

- Recruitment – move families through the *Introduction>Application>Offer>Accept* process.
  - Constantly communicate with potential families in the enrollment pipeline to promote awareness and understanding of CWC Kansas City while ensuring their timely progression from application to acceptance, then acceptance to registration. This communication will be in two phases:
    - Phase I: students who are awarded a seat via the annual enrollment lottery – ensuring they are registered and prepared for the First Day of School
    - Phase II: students who are initially waitlisted, then are awarded a seat via openings throughout the school year – ensuring they “stay warm,” accept/register throughout the year, and receive (delayed) first-day communication and information.
  - Developing partnerships and outreach opportunities with preschools, community organizations, schools, and other sources for enrollment.
  - Serve as a representative of CWC Kansas City in city-wide recruitment efforts, including, but not limited to, CWC’s continued participation in ShowMeKC School’s SchoolAppKC platform.
  - Track, report, and adapt all recruitment tactics, including social media management.
  - Assess and implement external recruitment strategies as available; seek understanding and growth by leveraging relationships with other charters, funders, etc. to ensure our activities are in-line with best practices and new approaches.
  - Engage, lead, motivate and thank other staff to engage in recruitment efforts (open houses, etc.)
  - Serve as the primary “Tour Guide” for potential families.
- Enrollment – move families through the *Accept>Registered* process.
  - Communicate the enrollment/registration process
  - Ensure receipt of all registration documents; offer appointments for in-person support.
  - Support the School Office Managers in processing all registration documents.
- Engagement – prepare *Registered* families for the First Day of School.
  - Offer new family orientation opportunities.
  - Ensure all families receive “First Day” communication, are connected with their teacher, and school leaders are aware of and prepared for their start.
  - Support the distribution/presentation of all Federal/State-required parent engagement documentation.

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## Current Student Re-Enrollment

With the metric of a 95% response rate (completed re-enrollment + confirmed non-reenroll):

- Coordinate, be accountable for, and execute the annual re-enrollment program, usually beginning February 1.
- Communicate with all currently enrolled families to ensure awareness of and assist with the re-enrollment process.

## Social Media

In order to support both of the above responsibilities, as well as supporting CWC Kansas City's overall brand awareness,

- Manage the school's social media (Facebook, et al) pages,
- Develop new digital content (stories, spotlights, etc.) to share unique aspects of CWC Kansas City in ways that highlight what makes the school unique and captures the school's essence.
- Help manage the school's website

## Overall

- Perform other reasonable and necessary duties as assigned
- Act with integrity and in an ethical manner and in-line with CWC Kansas City's core values and operating norms
- Model professional behaviors and ethical standards when interacting with students, parents, peers, and the broader community.
- Demonstrate a growth mindset, honesty, integrity, humility, and a sense of humor.
- Remain current on best practices in education/school marketing best practices

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## QUALIFICATIONS & TRAITS

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The ideal Coordinator will have:

- A bachelor's degree
- Experience (minimum two years preferred) working with families in a school setting or in college-based admissions
- Experience working with diverse populations, including English language learners and students with special needs
- Experience organizing and managing marketing campaigns or political/advocacy community organizing.
- Excellent communication/interpersonal skills as well as a desire to collaborate with various stakeholders to help develop a strong school community
- Maturity, humility, strong work ethic, sense of humor, and a can-do attitude
- Ability to manage self and engage/motivate others and hold peers accountable
- Willingness to explore additional school responsibilities (before/after school care and classes, committee involvement, etc.); stipends may be available for such responsibilities.
- Experience in creative suites (Adobe, Microsoft, iMove) experience using advertising / marketing components and distribution content on social channels (Instagram, Twitter, Facebook)
- Fluency in Spanish is preferred, but not required.

## COMPENSATION & BENEFITS

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CWC Kansas City offers competitive salaries commensurate with experience and a comprehensive benefits package. CWC Kansas City is an Equal Opportunity Employer. As an organization that values diversity and aims to serve a diverse group of students, we work to reflect this diversity in our staff as well.

## CONTACT

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Please apply online through the TalentEd Application Portal on our website at [www.cwckansascity.org/employment](http://www.cwckansascity.org/employment). No phone calls, please.

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## ABOUT CITIZENS OF THE WORLD CHARTER SCHOOLS

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Our purpose at Citizens of the World Charter Schools is to realize human potential by strengthening the bonds among us and developing true citizens of the world. In this work, we are guided by our core values of Excellence, Authenticity, Diversity, Community, and Change and our operating norms, which reflect a commitment to personal and professional growth, including operating as learners, and with curiosity, integrity, and humility.

The mission of Citizens of the World Charter Schools is to impact and expand the conversation about what an excellent education contains, requires, and accomplishes. Citizens of the World schools challenge students to realize their full potential and thrive in a diverse society.

We are public schools open to all, committed to serving diverse communities throughout the U.S. with schools currently in Los Angeles and Kansas City. We develop sophisticated thinkers who master content and have a courageous and compassionate sense of responsibility for themselves and all people. Our schools are in strong demand: in 2015, we had ten times more student interest than space available. Our classrooms are challenging and joyful learning environments that engage children through projects tailored to their personal experiences, strengths, and needs.

Our teachers take the time to get to know each child as an individual. We empower children to think critically and learn to engage respectfully and productively with fellow students by developing their capacity to enter into and understand the lives of others. Our goal is for student “success” to include mastery of both content and emotions, so that students can meaningfully connect with each other, be part of any community, and courageously decide who they are in the world and how they want the world to be.

In this work, we:

- Prepare students to become citizens of the world in an ever-changing future.
- Promote academic rigor and experiential learning to support and develop children's natural intellectual curiosity.
- Embrace a constructivist, project-based learning approach to teaching and learning.
- Develop each child's potential to live as a learner, both in school and out.
- Reflect, welcome, and celebrate the community's diversity.
- Strengthen the bonds among members of the school community and beyond.