

## Outreach Director

### Job Overview

The Waldorf School of Baltimore is seeking an Outreach Director to lead efforts to significantly grow annual enrollment. We are seeking an outgoing, innovative, and motivated professional to drive the outreach strategy and actively communicate and promote the value of the purposeful and practical Waldorf approach to education. Help us prepare children for a successful future!

### Key responsibilities for this position include:

1. Lead and execute outreach efforts
  - Develop, manage, and actively participate in outreach plans
  - Work with our current networks of parents, teachers, and collaborators
  - Actively drive increased awareness of, interest in, and applications for WSB
2. Develop and manage targeting for our audience
  - Develop our customer profile to create a clear understanding of our target audience
  - Clarify where to find our customers and how to reach them
  - Modify and adapt our message for this audience
3. Actively listen to the market and provide feedback to improve the perception and awareness of WSB
  - Listen to the community, the independent school market, parents, and others
  - Actively share information with WSB stakeholders to provide feedback and suggestions for positioning
  - Based on evaluation of the effectiveness of the WSB messaging and efforts, proactively adapt the message and approach to provide continuous improvement.
  - Continuous improvement of the public's perception of our school

### The ideal candidate will possess the following qualifications:

- Knowledge of independent schools and the progressive, alternative schools market
- Ability to effectively navigate business and social networks
- Experience working with the Baltimore business community, including medical, entrepreneurial, technological, and educational
- Demonstrated experience with collaborative leadership and the ability to gain support for outreach work within faculty, Board, and wider community
- Ability to motivate and inspire – lead, coach, and manage the work of volunteers
- Strength as a proactive networker – ability to identify and cultivate relationships
- Sales and marketing experience in developing and managing a customer base is highly desirable

### Requirements:

- Able to work evenings and weekends
- Available to work through the summer
- Adherence to confidentiality requirements regarding personal and financial information
- Successful completion of a background check as stipulated by the state of Maryland

**Contact:** Submit resume with letter of interest to Pat Whitehead, Executive Director – [jobs@twbsb.org](mailto:jobs@twbsb.org)