

Admin & Marketing Manager —The New School

(Full Time Position)

The New School (TNS), an independent four-year high school in Atlanta, offers an innovative curriculum which blends traditional academic study and community engaged learning, creating opportunities for students to do real-world work that takes them beyond the classroom. TNS takes a blended approach combining multiple experiential learning opportunities with a rigorous college prep program to equip students with the competencies they'll need to thrive in the workplace, higher education, and their personal lives after high school. TNS students apply their classroom learning in the city through major interdisciplinary projects, an entrepreneurship program, and internships, and in the process develop portfolios of exceptional work and experiences. The New School is a pioneer of the Community Engaged Learning (CEL) model and has developed a network of 100+ community partners in Atlanta and beyond. To learn more, please visit www.tnsatlanta.org.

The New School is starting an expansion phase starting in 2020 from 80 students over grades 9-12 to around 120-150 students, a growth phase that will take four years to complete. This is a unique opportunity to join a team of passionate educational innovators at an exciting stage in the development of a school at the cutting edge of project-based and community-engaged learning. To learn more, please visit www.tnsatlanta.org.

Position Description

The New School seeks a full time Admin Manager to work in partnership with the school administration to lead a range of administrative tasks including publications, marketing, data and student records. This is a new position at the school, and a unique opportunity to bring strategy, vision and grit to make a huge impact on an innovative school at a pivotal time in the school's growth.

Essential Job Functions

Below are some of the tasks required of this position:

Publications

- Manage the school website, updating as faculty, programs, and opportunities change
- Update admissions and extra-curricular sign-up forms and materials
- Regularly update news, events, and the calendar on the website
- Create and/or update admissions and marketing collateral including flyers, pamphlets, and web forms
- Create and/or update additional publications including internship handbooks, student and faculty handbooks, event invitations
- Design (with text from school leadership) for Mailchimp email marketing campaigns

Social Media

- Use Instagram, Facebook, and Twitter to share the work of the students, faculty, and advertise the school and recruitment events
- Explore best practices, channels and new strategies for improved use of social media for marketing and brand building

Student Records

- Maintain student records through SIS management, new student data intake and transcript management

- Update SIS each semester for schedule and class changes
- Manage end of semester self, course, and community evaluations and progress reports
- Update and manage the school calendar

Admissions Support

- Work in partnership with the Director of Admissions to manage inbound and outbound recruitment data
- Manage student admissions files and incoming admissions materials

Collaboration and Planning

- Attend weekly team meetings and faculty planning afternoons (where appropriate)
- Participate in and attend all student recruitment events (e.g., Information Sessions and Open Houses)
- Participate in planning and attend all Parent Events, Exhibitions, Curriculum Nights

All faculty and staff are expected to embody the following New School values:

- The belief that students should be architects of their own learning
- A commitment to knowing students well and serving as their guide
- A passion for innovation, collaboration and participation in a community of learning
- Commitment to the school culture of continuous reflection and growth

Other qualifications:

- 4-year undergraduate degree required
- At least two years of marketing, social media or publications experience in education, or at least five years in marketing, social media or publications in another industry

To apply or learn more, please send a resume and cover letter to careers@tnsatlanta.org.