



GIRLS ATHLETIC LEADERSHIP SCHOOLS DENVER

Recruitment and Enrollment Manager

Position Overview

GALS Denver is currently seeking a Recruitment and Enrollment Manager. Reporting to the Executive Director and as part of the Operations Team, the Manager will implement GALS Denver's middle school and high school recruitment plans. The Manager is responsible for implementing targeted recruitment initiatives, conducting external outreach, managing programs related to recruitment and retention for students and families, and attending recruitment-related events for the district and in the community.

Job Description

Essential Job Functions and Responsibilities will include, but are not limited to:

- The implementation of the GALS Denver recruitment plan under the direction of the Executive Director for Round 1 and Round 2 of DPS Choice and Enrollment.
- Meet regularly with the Executive Director and Ops Team about recruitment goals and implementation status, provide reports as requested for staff and Board of Directors.
- With a Parent co-chair, drive the Constituent Relations Committee, a staff, family, and community committee that supports developing a public relations strategy focused on GALS Denver's and the school's reputation in the community, dissemination of information regarding GALS Denver and the schools, recruitment of new students, and retention of current students.
- Create and run a School Information Session/Open House and Shadowing Programs for students.
- Create partnerships with nearby elementary and Middle Schools for programmatic opportunities for recruitment.
- Coordinate and implement Phone banking for prospective families, train staff to support phone calls, track all communication and matriculation of prospects (i.e. call prospective families to tell them about/recruit them to GALS Denver).
- Implement the Social Media outreach plan; monitor social media platforms, track metrics as needed, follow up on all leads, track matriculation.
- Become fluent in the DPS Choice Process and tools, including parent portal, School Mint, Infinite Campus, etc.
- Assist prospective students and their families with the choice application process; complete forms for families if needed.
- Maintain outreach lists of students and families to track school matriculation.



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- Create relationships with area and all elementary schools to share information through their newsletters and design recruitment programs for their students.
- Staff recruitment events in person or virtually.
- Design and implement virtual campaigns if in-person is not viable.
- Create and implement texting campaigns multiple times a year.
- Spend time with our prospective students and families when they visit our school during school for tours and shadows and after school some nights at info sessions.
- Spend time at and with our prospective students and families at their homes, community centers, churches, elementary schools, etc. talking about GALS Denver and handing out swag/school information.
- Coordinate “family buddies” to outreach to prospective families.
- Attend DPS Choice events and trainings and implement new learnings.
- Design and implement mailings to prospective students and families.
- Canvass neighborhoods with flyers and promotional materials.
- Design and order swag, marketing materials, and other recruitment items.
- Update Website as needed.
- Complete assigned data entry and administrative tasks.
- Be part of school community, and step into daily building needs as needed.
- Perform administrative assistant duties as needed for development and fundraising campaigns.
- Support October count, attendance, family support calls, as needed throughout the year.
- Support with logistics and operational needs periodically.
- Other duties as assigned.

Flexing Time:

A typical work week varies throughout the school year. During heavy recruitment season, weeks include multiple evening and possible weekend events. Time will be flexed.

Qualifications and Requirements:

- Background in recruitment, admissions, or sales preferred
- Experience within Denver Public Schools preferred
- Well versed in social media platforms; facebook, twitter, etc.
- Self-motivated and self-directed



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- Friendly and approachable demeanor
- Demonstrated leadership experience
- Proven track record of meeting deadlines
- Spanish language fluency strongly preferred
- Willingness to work evenings and weekends during heavy recruitment season and/or when events and initiatives require it
- Daily access to a reliable vehicle

To apply:

Send letter of interest and resume to carol.bowar@galsdenver.org. Position will be open until filled. Job start date is targeted for October 1, 2020. This Job has possible flexibility to be full-time or part-time depending on season and availability.

About GALS Denver:

GALS Denver operates two all-girls public charter schools, 6-8 middle school and 9-12 grade high school authorized by the Denver Public Schools, founded in 2010. GALS Denver Middle School and High School currently serve close to 450 6th through 12th grade students in central Denver, pulling from every corner of the city. GALS Denver's mission is to empower students to succeed academically, lead confidently, live boldly, and thrive physically.

EOE Statement

GALS is an equal opportunity employer. This means that GALS provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender expression, or any other status protected by federal, state or local law. This policy applies to all terms and conditions of employment, including but not limited to, hiring, placement, promotion, termination, layoff, recall, leaves of absence, compensation, and training.