

Job Posting

OUTREACH MANAGER (DEVELOPMENT AND MARKETING)

The German International School Washington D.C. is seeking an experienced Outreach Manager for its bilingual Preschool to 12th grade school located in Potomac, MD. Reporting to the Director of Administration, the Outreach Manager will lead the School's marketing, development and fundraising efforts inside and outside the school.

OPENING:

Immediate

GENERAL INFORMATION:

This position is full-time and exempt; part-time may be considered

DESCRIPTION:

The Outreach Manager:

- Together with the Board, the Head of School and the Director of Administration, cultivates and maintains effective relationships with potential public and private partners and with local communities and leadership
- Conceives and implements a plan to attract corporate sponsors and donors and develop other fundraising initiatives
- Oversees the annual giving campaign
- Works closely with the Board of Directors, the Head of School, the Director of Administration and the Admissions & Enrollment Coordinator to develop and implement a strategic plan, based on enrollment trends and goals, to attract new students from the school's target audience
- Collaborates with the Admissions & Enrollment Coordinator to ensure high quality admissions-related outreach and a smooth enrollment process
- Works with the Admissions & Enrollment Coordinator to develop and implement an effective marketing and advertising plan directed at the school's target audience(s)
- Collaborates with the Admissions & Enrollment Coordinator at school fairs and similar events as needed
- Develops and maintains an alumni network, with the goal of increasing alumni involvement with and financial support for the school
- Provides excellent customer service to parents, faculty, staff, and students
- Works collaboratively and creatively with the Director of Communications and the Admissions & Enrollment Coordinator to ensure consistent messaging inside and outside the school community
- Reports on a regular basis to the Head of School, Director of Administration and Board on marketing and development initiatives and progress
- Minimal travel; attendance required during some evening and weekend events and meetings

REQUIREMENTS:	<ul style="list-style-type: none"> • At least 7 - 10 years of experience and a proven track record of marketing and promoting growth at a non-profit entity, ideally a multi-cultural pre-K-12 educational organization • A Bachelor's Degree from an accredited university; an advanced degree in business or related field preferred • Experience in development / fundraising for a non-profit entity, ideally a multi-cultural pre-K-12 educational institution • Familiarity with German culture; fluency in English and German preferred • Familiarity with the needs and challenges of independent schools • Excellent written and verbal communication skills (including public speaking) • A track record of working cooperatively in a team and facilitating consensus based decision-making • Highly organized with great attention to detail • Proven ability to develop meaningful relationships with diverse stakeholders including executive level representatives of potential donors • Authorized to work in the U.S. for any employer
To Apply:	Please submit your application to jobs@giswashington.org .

Potomac, February 15, 2018

Kind regards,

Delores Dean
Director of Administration