



**International
School**
Los Angeles
**Lycée
International**

Community Outreach Coordinator (Full-Time)

About the International School of Los Angeles

Campuses
Burbank
Los Feliz
Pasadena
West Valley

Mission:

The International School of Los Angeles is a non-profit, independent, international school committed to bilingual education and academic excellence in a nurturing environment.

Our mission is to develop bilingual critical thinkers who are open-minded, confident and caring, and equipped to thrive in a diverse, competitive world.

We offer a preschool through 12th grade curriculum that culminates in the French baccalauréat or the International Baccalaureate®'s Diploma Programme.

Values:

The delivery of our mission is anchored in the commitment of each member of the school community to uphold the values of respect, excellence, and diversity.

Job Description

Title: Community Outreach Coordinator

Department: Advancement

Reports to: Marketing Manager

Location: School Administration Office, Burbank, CA

Context:

The Community Outreach Coordinator will serve as a key member of the Advancement team working closely with the Marketing Manager and Director of Advancement to build strategic relationships and conduct a variety of outreach activities to promote the International School of Los Angeles on its four LA campuses.

Main objective:

To support the Advancement and Admissions teams; create and maintain an outreach program for the School.

Key relationships:

- Be an active member of the Advancement and Admissions teams
- Collaborate with Campus Directors
- Coordinate with parent volunteers
- Manage the LILA Mini Club Instructor(s)

Specific Responsibilities:

Responsibilities include, but are not limited to, the following:

Essential functions:

- Support and work as a full-time member of the Advancement team in implementing department and school goals.
- Work with the Marketing Manager and Director of Admissions to refine and implement an Outreach Plan outlining clear strategies for targeting specific families together with French, Francophile, and international groups to cultivate an interest in the International School of Los Angeles.
- Research, assess, visit, and report regularly on feeder schools (for all entry points: preschool, pre-K, K, and 9th grade, around all four campuses) and other groups, and identify new sources of diverse prospective applicants.
- Build, manage, enhance, and maintain relationships with schools, counselors, community and professional groups and organizations leading to greater interest in the International School of Los Angeles.
- Identify admission recruitment opportunities and attend speaking engagements, school fairs, and presentations as well as manage school-hosted outreach and cultivation events.
- Maintain tracking, project management, and benchmarking information on outreach and recruitment.
- Together with the Marketing Manager and Director of Admissions, help to develop and manage a network of volunteers (including ambassadors) to support recruitment efforts.
- Research and identify potential press/media opportunities.
- Maintain an accurate media/editorial contact list.
- Assist in identifying potential topics and opportunities for the School's Family Enrichment Series.
- Provide detailed and consistent communications and reporting on all field activities.
- Assist the Director of Admissions in identifying desirable candidates for admission (full cycle: inquiry to enrollment).
- Abide by school marketing and communications policies.
- Manage and promote LILA Mini Club, the School's introduction program.

General duties:

- Support Advancement and Admissions teams with all department events and initiatives.
- Attend meetings and events on weeknights and weekends, on occasion.
- Travel between campuses as needed.
- Other duties as required.

Selection Criteria

Essential qualifications:

- Native proficiency in English.
- Bachelor's degree or equivalent relevant experience in marketing, communications, development, sales, or related field(s).
- A solid understanding of preschool – 12th grade independent school culture.
- Unimpeachable ethical standards and personal integrity.
- Ability to successfully manage multiple tasks, projects, and responsibilities.
- Excellent interpersonal skills with the ability to work with a wide variety of diverse populations.
- Experience planning and executing successful events.
- A demonstrated trustworthiness in managing confidential information.
- Demonstrated success at managing constituency relationships.
- Highly organized, collaborative, and communicative work style.
- Ability and willingness to travel across the greater LA area.
- Must have a valid driver's license and dependable transportation.
- Flexible, with the ability to work evenings and weekends when needed.
- Able to work independently.

Desirable qualifications:

- Experience in school outreach and/or marketing and communications.
- Proficiency in French language and knowledge of French culture.
- An understanding of the French education system.
- Experience working with diverse populations in the local educational community.
- Strong computer (MS Word, Excel, PowerPoint) and database skills (AirTable, CRM, etc.).

Supervisor's Responsibility:

All employees must supervise students and are expected to comply with our School Child Protection and Mandated Reporter Policies.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

Physical Demands:

While performing the duties of this job, the employee is regularly required to talk and hear. This position is very active and requires standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing all day. The employee must frequently lift and/or move items over 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Position Type / Expected Hours of Work:

This is a full-time position with standard office hours Monday through Friday, with occasional evenings and weekends as required.

Travel:

Some travel to other LILA campuses for meetings and events, as well as to outreach events throughout the greater Los Angeles area.

Work Authorization:

Must be authorized to work in the United States, must take and pass the Department of Justice Live Scan, and must meet all health requirements of health screening, TB, and immunizations.

The International School of Los Angeles provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

How to Apply

Please send your cover letter, resume, and list of references to cv@lilaschool.com (please put "Community Outreach Coordinator" in the subject line) by **July 31, 2022**. The position is available for immediate hire, with applications considered on a rolling basis. *No phone calls, please.*