



## ACE Preparatory Academy Coordinator of Enrollment & Family Engagement **JOB DESCRIPTION** *Be a history maker with us.*

### Our School

ACE Preparatory Academy Charter School was unanimously approved by the Indiana Charter School Board to serve scholars in Kindergarten – Grade 5 and opened on the Northeast side of Indianapolis on August 1, 2016. ACE Prep began with the simple, unyielding belief that every child deserves an equal chance at a top-notch education. Our leadership has designed a free, public school that prioritizes differentiated, data-driven instruction for all scholars within a structured, joyful academic culture. We recruit top, mission-aligned talent and invest in their growth.

### Our Mission

*Through rigorous academics, positive character development, and excellence in everything we do, ACE Preparatory Academy Charter School educates all Kindergarten through Grade 5 students for school success and lives of opportunity.*

At ACE Prep, we count on every adult to exhibit our **BE GREAT** core values:

- Act with **Bravery** - We speak up when we don't know something or think we're heading in the wrong direction. Even when the right thing is difficult, we do it.
- Operate with **Endurance** - We never give up on scholars and believe in the power of ALL.
- Own your **Growth** - We thrive on reflective feedback from observations and individualized coaching and seek out development opportunities.
- It's Our **Responsibility** – We believe every adult is responsible for every scholars' success.
- Bring your **Enthusiasm** – We make school cool and create a joyful culture where professionalism by all is equally upheld.
- Make **Achievement Real** – We hold an unyielding commitment to closing the achievement gap.
- Join the **Team** – We are active and equal participants in collaborative conversations.

### Position Summary

ACE Prep is seeking a dedicated individual to serve as the founding Coordinator of Enrollment & Family Engagement. This position is responsible for attracting and enrolling scholars and their families to ACE Prep by devising and directing recruitment strategies, promoting ACE Prep citywide, and building and maintaining community partnerships with the unwavering goal of meeting annual enrollment targets.

Reporting directly to the Chief Operations Officer, this role is full-time however enrollment does have seasonal peaks. Running parallel with these efforts is fostering an ongoing partnership between the home and school by supporting family engagement within the ACE Prep community.

To be successful in this role, the Coordinator of Enrollment & Family Engagement brings a track record for designing and implementing successful recruitment and/or marketing/sales strategies; and experience building and maintaining relationships with community members and families as partners.

## **The Responsibilities**

### Key Enrollment Responsibilities

- Effectively communicate the mission of ACE Prep with prospective families, partners, and the community-at-large.
- Devise, manage, and implement school recruitment strategies aligned to meet aggressive enrollment targets.
- Accountable for annual enrollment goals, with monthly reports shared with the Governing Board.
- Develop and manage all operational functions necessary for student enrollment, including systems to track applications processing, enrollment lotteries, student information and data input.
- Analyze all data regarding student recruitment benchmarks and goals.
- Identify, attend, and promote a range of community events in the interest of scholar recruitment and to spread awareness of ACE Prep
- Provide boots-on-the-ground effort for door-to-door canvassing, distributing printed materials to prospective families at high traffic locations, contacting local community groups/businesses with flyers, etc. Create systems to track effectiveness of recruitment activities.
- Facilitate open houses and information sessions with prospective families, giving engaging school tours and successfully executing other family-facing events.
- Build and lead community partnerships with area organizations to increase ACE Prep's presence and build enrollment pipelines.
- Positively and professionally represent ACE Prep in the communities we serve to provide families with relevant school information and follow-up support through the application process
- Ensure all resources needed for promotion accurately and professionally promote the mission and vision of ACE Prep and fit within a given budget.
- Serve as the Enroll Indy liaison and act as the internal lead on Salesforce to ensure configuration aligns with the expectations for enrollment and a positive user experience

### Key Responsibilities with Families

- Build strong relationships and credibility with families from diverse backgrounds.
- Work to ensure that the enrollment process for scholars and families maintain high standards of operational excellence.
- View families as partners – actively engage families in their child's choices and growth
- Serve as the school representative with external partners focused on enrollment efforts and community/family engagement

### Key Responsibilities as a Teammate

- Demonstrate leadership by doing whatever it takes to achieve the mission of ACE Prep
- Model the BE GREAT values to all within the ACE Prep community and at large
- Build strong, dependable attendance patterns

## Qualifications

- Bachelor's degree (required)
- Valid background check passed (required)
- Minimum 3 years of work experience preferred in education, recruitment, community organizing, or marketing/sales
- Strong commitment to, belief in, and alignment with school's mission and vision
- Ability to serve as an ambassador and spokesperson for the organization and articulate our mission to external constituents
- Proven track record of developing and sustaining successful partnerships with other organizations and businesses
- Extensive knowledge of the community
- Strong project and time management skills; ability to effectively backwards plan, juggle multiple priorities with meticulous attention to detail, and deliver consistent, high-quality work in a fast-paced environment
- Excellent organizational, verbal, and written communication skills
- Able to navigate difficult conversations with families and demonstrate empathy and/or discretion around sensitive information
- Must be available to work flexible hours, including nights and weekends during the enrollment season.

## The Compensation

ACE Prep offers a competitive salary and a comprehensive benefit plan including medical, vision, and dental insurance, as well as life insurance, retirement plan, and paid time off. We equip staff with the tools needed to succeed, including a dedicated professional workspace and resources, laptop computer and all necessary supplies.

## Commitment to Diversity

ACE Prep is actively seeking to build a diverse and experienced team. As an equal opportunity employer, ACE Prep hires without consideration to race, religion, creed, color, national origin, age, gender, sexual orientation, marital status, veteran status, or disability.