



**Job Title:** Director of Enrollment, Diversity, and Inclusion

**Location:** Midland Innovation + Technology Charter School  
7 South 12th Street - Post Office Box 427 - Midland Pennsylvania 15059

**Reports To:** Principal and CEO

**Job Type:** Full Time Exempt

**Travel:** Occasional travel to different Enrollment Seminars and community events

**Job Summary:** The Director of Enrollment, Diversity, and Inclusion will work directly with the Principal and CEO and be responsible for executing established enrollment plans and strategies focusing on attracting and retaining a diverse student body while helping to cultivate a culture of inclusion and belonging. Additionally, the director will meet targeted enrollment goals set by the CEO.

**General Duties:**

- Be the driving force behind effective and efficient enrollment plans and participate in communications with parents, families, students, staff, and others as appropriate
- Work directly with the CEO and Principal to create effective enrollment strategies using social media communication mediums, including telephone, e-mail, and in-person enrollment seminars located at various strategic points of interest
- Provide support for follow-up with students and their families about questions and concerns that may arise during the enrollment process
- Serve as the specific point of contact on all matters about enrollment per local, state, and federal regulations
- Develop and implement a comprehensive enrollment strategy that will enhance the mission of the Midland Innovation + Technology Charter School as well as its position within the community and region.

**Social Media and Digital Responsibilities:**

- Coordinate an up-to-date social media strategy for student enrollment and promotion of school and staff projects
- Ensure daily posts are scheduled and executed as approved
- Work with the Webmaster and Graphic Designer on website maintenance and updates

**Event Responsibilities:**

- Assist in the creation of enrollment events, pre-and post-follow-up with students and their families, and other activities as needed
- Work important evening and weekend events to help ensure we capture the attention of large audiences of prospective students and families per Midland Innovation + Technology Charter School standards
- Help with creating unique, high-quality experiences for all prospective students, families, and staff in keeping with the Midland Innovation + Technology Charter school brand

**Administrative Responsibilities:**

- Participate in departmental and company meetings.
- Carry out any other duties that may arise to fulfill the main objectives of the position and the mission of Midland Innovation + Technology Charter School.

**Minimum Qualifications:**

- Superior written and verbal communication skills
- The ability to work with a range of people with sensitivity and respect
- Excellent organizational skills
- Experience in sales and community outreach
- Excellent problem-solving skills
- Enthusiasm and flexibility
- Knowledge of Microsoft Office products, including Teams.

**Preferred Qualifications:**

- Experience with working with a diverse population
- Experience in a charter school environment

**Required Education:**

- High School Diploma Required

**Preferred Education:**

- A 4-year degree or five years equivalent experience

**Required Certifications/Licenses:**

- Valid Driver's License

**Physical Requirements:**

- Ability to work long hours, i.e., a 40-hour week plus occasional weekends and evenings, as determined by the school's schedule and the scheduling of enrollment and other events.
- There is frequent need to stand, walk, carry items, climb stairs, balance, kneel, occasionally lift objects to 25 pounds during the workday.

An essential function of this position is the employee's full-time attendance and physical presence within the Midland Innovation +Technology Charter School and at its enrollment and other events.

Responsibilities and time allocation may change over time to meet the needs of Midland Innovation + Technology Charter School and can include other duties as assigned.