



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

Community Outreach Coordinator (part-time ~75%)

About the International School of Los Angeles

Mission:

The International School of Los Angeles (LILA) is an international, preschool through 12th-grade school committed to academic excellence in a nurturing and intimate environment that encourages personal initiative, creativity and curiosity. Students are challenged through the rigorous and well-balanced bilingual curricula of the French and International Baccalaureate institutions. Our goal is to develop confident, caring, and open-minded critical thinkers who will thrive in a diverse competitive world.

Context:

The Community Outreach Coordinator will serve as a key member of the Marketing & Communications team working closely with the Marketing & Communications Director to build strategic relationships and conduct a variety of outreach activities to promote the International School of Los Angeles on its 5 LA locations.

Job Description

Title: Community Outreach Coordinator

Department: Marketing & Communications (M&C)

Reports to: Marketing & Communications Director

Location: School Administration Office, Burbank, CA

Main objective:

To support the Marketing & Communications and Admissions teams; create and maintain an outreach program for the School.

Key relationships:

- Be an active member of the Marketing & Communications Team
- Collaborate with the Admissions team
- Collaborate with Campus Directors
- Coordinate with parent volunteers

Campuses

Burbank

Los Feliz

Orange County

Pasadena

West Valley

Corporate Office

1105 W Riverside Dr, Burbank, CA 91506

tel 818-994-2961, fax 818-994-2816, www.internationalschool.la

- Manage the LILA Mini Club Instructor(s)

Selection Criteria

Specific responsibilities:

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

- Support and work as a full member of the M&C team in implementing department and school goals
- Work with the M&C Director and Admissions Director 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 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 M&C Director & Admissions Director, 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 Admissions Director 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 M&C and Admissions teams with all department events and initiatives.

- Attend meetings and events on week nights and weekends, on occasion.
- Travel between campuses as needed.
- Other duties as required.

Essential Qualifications:

- Native proficiency in both French and English
- Bachelor's degree or equivalent relevant experience in marketing, communications, development, sales or related field(s).
- A thorough understanding of the French education system
- 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
- Experience working with diverse populations in the local educational community
- Strong computer (MS Word, Excel, PowerPoint) and database skills (AirTable, CRM, etc.)

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.....** The position is available for immediate hire, with applications considered on a rolling basis. *No phone calls, please.*