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The Primary Day School
Community Engagement Associate
PT/10 month

About The Primary Day School:

Founded in 1944, The Primary Day School in Bethesda, Maryland, is a school for boys and girls from Pre-Kindergarten through Second Grade. We are the only school in the area that focuses exclusively on children in this unique age group, and we do so for a very important reason. These are the most crucial learning years in children's lives, a time when they are bursting with potential, ready for quantum leaps of development. At Primary Day, everything we do focuses on helping young children flourish—as learners and as people—during this vitally important time of life. The Primary Day School was founded as a demonstration school for the Phonovisual Method, a unique, phonics-based approach to teaching reading and language arts that remains vital to each student's educational journey today. To learn more about our school and its community, curriculum and traditions please visit www.theprimarydayschool.org.

Position Overview:

The **Community Engagement Associate** reports to the **Associate Director for Enrollment** and works collaboratively to implement the school's communication and enrollment initiatives. The professional in this part-time post will be collaborative and responsive and possess strong organizational and interpersonal skills. The successful applicant will manage community-wide communications, assist with planning and execution of community events, support admissions outreach and the enrollment process, serve as a liaison to the Parent Association, plan and implement parent education programs and support the engagement of all constituencies in the life of the School.

Position Summary:

- Collaborate with the Parent Association (PDPA) *Parent Education Committee* Chairs to plan and execute community education programs.
- Serve as a liaison between the PDPA and the Office of the Head of School. With PDPA leadership, coordinate parent and community volunteer initiatives and oversee parent/classroom communications
- Assist with the daily operations of the Enrollment Office by maintaining accurate records in *Ravenna* and tracking all applicant data, using *Ravenna* as the pipeline tool and *inResonance* as the output tool.
- Statistics and trends reporting.
- In conjunction with the **Associate Director for Enrollment**, provide prospective family tours, design and implement candidate assessments and maintain engagement/inquiry records.
- Coordinate enrollment out-reach with community organizations, feeder early childhood programs and with local educational consultants to insure a secure admission pipeline.

- In collaboration with the **Manager of Advancement Services**, coordinate all school-wide events, including Open Houses, admission cultivation events (fairs and related), prospective and new parent functions, the annual Gala/Auction and Annual Fund/Campaign events.
- Support the Advancement office with alumni research documentation, event/reunion coordination and management of the alumni database.
- Provide wide-ranging, multifaceted administrative support, including assistance with meeting preparation and other office management tasks.

Professional Responsibilities and Development:

- Dedicate attention to personal professional development through individual study and organization networks.
- Attend workshops, conferences, and webinars (such as IE, AIMS, AISAP).
- Incorporate this new knowledge into current position.

Additional Requirements:

- Attend all school/staff meetings and in-service workshops.
- Attend school events: ie: Back to School Night, Fall Festival/Book Fair, and Gala.
- Attend School Fairs, Open Houses, and other promotional events as needed.

Required Qualifications

- Bachelor's degree or equivalent experience in a related field.
- Outstanding oral and written communication skills.
- Strong organizational skills with extraordinary attention to detail and the ability to effectively manage deadlines and multiple tasks.
- Familiarity with social media platforms (Facebook, Instagram, LinkedIn).
- Experience with or interest in independent schools and independent school philanthropy and enrollment.
- Strong interpersonal and intrapersonal skills. Must be an active listener and open-minded collaborator.
- Availability for occasional evening and weekend work.

Salary

Compensation is competitive with area independent schools and commensurate with experience.

To Apply

Interested candidates for the **Community Engagement Associate** position are encouraged to review Primary Day's website at www.theprimarydayschool.org. To apply for the position, please send the following to d.evans@theprimarydayschool.org:

- letter of interest including desired salary range
- current resume
- completed application, [application available](#) on the school's website
- names and contact information of three professional references

The Primary Day School is dedicated to providing equal employment opportunities to all personnel and applicants for employment without regard to race; color; religion; sex; national origin; handicap or disability; sexual orientation; or status as a veteran, Vietnam era, or special disabled veteran.