

Rudolf Steiner School of Ann Arbor  
**K-12 Outreach Coordinator**

The K-12 Outreach Coordinator is responsible for print materials, advertising, public relations and outreach events to help RSSAA become more visible and attract new families to the school.

The K-12 Outreach Coordinator reports to the Administrator.

## Responsibilities:

### MARKETING

#### MARKETING STRATEGY & PROCESSES

- **Create clear processes for managing internal requests** for print materials (flyers, invitations, announcements) and advertisements
- Create systems for tracking responses to ads and marketing efforts
- Submit quarterly marketing reports to Administrator

#### PRINT MATERIALS

- Create, update and maintain availability of print materials for **Lower School and High School** (to be coordinated with outside graphic designer as necessary)
  - Identity materials: letterhead, business cards, envelopes
  - Logo Items: hats, bags, t-shirts, umbrellas
  - Brochure (as necessary)
  - Folders/content for admissions packets
  - Invitations, flyers, posters, post cards

#### ADVERTISING

- Create annual advertising strategy schedule and manage budget
- Maintain relationships with media vendors (newspapers, monthlies, Michigan Radio, etc.) and place all ads and listings
- Photograph school and outreach events; maintain photo file for ads and website or retain photographer as necessary.

#### PUBLIC RELATIONS

- Write and submit press releases
- Work with PR Consultant (Jenn Cornell) to maximize visibility and placement

#### COMMITTEES

- Attend Outreach Committee Meetings

## OUTREACH

### K-12 OUTREACH AND EVENTS

- Create strategic partnerships and build relationships with like-minded organizations to help raise awareness about RSSAA in the community, gain exposure and build enrollment. For instance: Kim John Payne, "Where do the Children Play?" event, Ellen Rowe Piano Celebration; New Magical Years Conference – 2009
- Generate opportunities for public exposure. For instance:
  - Faculty speaking engagements (e.g., at UM Education Dept., Chamber of Commerce)
  - Public exhibitions of student work (e.g., art displays at UM Hospital)

- Student performances (e.g., quartet at opening of new Border's book store)
- Collaborate with LS and HS Coordinators, Music Director, Art Director, Development Director to maximize public participation and attendance at events that are open to the public (Holiday Bazaar, Open Houses, HS Plays, Concerts, etc.)
- Provide new contacts for the database
- Maintain connection to associations and expos
  - Independent School Night (Area Independent Schools)
  - AIMS (Independent Michigan Schools – Regional) Art Shows
  - Metro Parent Education Expo (Oakland and Detroit at Cranbrook)

## Compensation and Benefits

- Position begins July 1, 2008
- \$12 per hour, approx 34 hours per week, 49 weeks per year
- 2 paid sick days per year
- Office space at both campuses (Lower School and High School)
- Desktop, laptop, commercial-grade color printer, Adobe CS2 (Photoshop, Illustrator, In Design) provided