

EAGLES/EDGE

AT ST. JOHN'S PREP

Director of Auxiliary Programming

EAGLES/EDGE is the auxiliary programs of St. John's Prep in Danvers, MA. EAGLES/EDGE empowers girls and boys to learn, thrive, and master new skills in an atmosphere that fosters friendships in a growth mindset. The Director of Auxiliary Programs at St. John's is responsible for developing and coordinating all aspects of EAGLES/EDGE Program, including scheduling, programming, human resources, marketing and communication, and facilities planning. This is a full-time position, with primary responsibilities over the Day Camps, Academic Enrichment and Specialty Programming.

In this leadership position, the Director of Auxiliary Programming will serve as a primary leader for the School's auxiliary programs. The ideal candidate will bring an entrepreneurial and innovative spirit to the strategic planning, administration, management, and supervision of all revenue-generating auxiliary programs, including summer camps and clinics, summer enrichment programs, and other auxiliary offerings. The Director will collaborate with members of the school community to plan programs that advance the school's mission and positively impact admission efforts. This position reports to the Chief Financial Officer/Chief Operations Officer.

Responsibilities:

- Design, develop, and implement new offerings with the goal of providing high quality programs.
- Work with the Principal's Leadership Team to assess and enhance current programs that meet the needs of families as well as faculty and staff.
- Maintain and analyze statistical data and market research in planning and decision making.
- Ensure that camp programs comply with the State of Massachusetts regulatory standards.
- Authorize budgeting, purchasing, and payroll for auxiliary programs.
- Supervise the directors/coordinators of Camp Christopher/Specialty Camps, Eagles Edge Sports Camp, and the Academic Enrichment Test Prep.
- Coordinate programming ideas with other departments within the St. John's Prep community.

- Manage recruitment, interviewing, and hiring of program employees; ensuring compliance with St. John's human resource policies and practices.
- Develop and maintain a marketing plan in collaboration with the Marketing and Communications Department.
- Oversee Eagles/Edge advertising in Social Media, Facebook Business, Instagram, Twitter, Google Ads.
- Manage and oversee website development including the ability to update program and marketing efforts within WordPress.
- Lead all program registrations and manage the underlying CRM process.
- Oversee the recruitment of auxiliary program participants.
- Develop and oversee all budgets for auxiliary programs in conjunction with the Finance Office.

Qualifications and Background:

- Demonstrated experience in business, marketing, and staff management
- Entrepreneurial, strategic, resourceful, and forward-thinking
- Prior experience with constituent/parent communications
- Approachable, enthusiastic, and able to work collaboratively and cooperatively in a team setting
- Experience with Auxiliary Programming to align with the vision and brand that has been created as EAGLES/EDGE

St. John's Prep is committed to building a diverse and inclusive campus community. We welcome applications from underrepresented groups. Interested candidates are asked to send a cover letter, résumé, a written statement of your philosophy of leadership, and academic transcripts, to Tracii Schaeublin at tschaeublin@stjohnsprep.org by February 26, 2021.

Posted February 2021