



The Nurses Middle College Charter High School - Capital Region

JOB TITLE: Community Outreach and Enrollment Coordinator

The year 2020 was dedicated to the work of nurses. In that year, nurses took charge in supporting our students, families, and communities impacted by the pandemic. With a dedication to an inclusive community, quality health care and education, we're proud to launch Nurses Middle College - Capital Region and begin the search for the founding Head of School. NursesMC - CR is committed to creating equitable pathways for all students in their quest to become nurses and healthcare professionals. The school will open in the fall of 2022.

The growing demand for nurses and health care providers in all communities and across the nation is immense. According to the Bureau of Labor statistics, employment in healthcare occupations is projected to grow 15 percent from 2019 to 2029, much faster than the average for all occupations.

The NursesMC-CR offers an opportunity for high school students to be immersed in a rigorous college prep high school curriculum infused with the principles of nursing/healthcare, college courses, authentic workforce experiences with earned credentials, and mentoring by professional leaders in the community.

NursesMC-CR is based on the highly-successful Rhode Island Nurses Institute Middle College Charter High School in Providence, RI which is currently celebrating its 10th year of educating nurses statewide.

Founded in principles of diversity, equity and educational excellence, NursesMC-CR will meet the demand for a growing workforce and create:

- A rigorous learning pathway that focuses on all students, families, and communities
- A dedicated pipeline from high school to college to career for New York's statewide healthcare sector
- A transformative foundation of learning through the lens of health
- A quest to eliminate health disparity and achieve health equity through a diverse nursing workforce

GENERAL SUMMARY: The Community Outreach and Enrollment Coordinator ensures that the school has a robust pipeline of students interested in attending NursesMC-CR; supports partnerships within the school, with parents and the Capital Region community to improve awareness of the school and student academic achievement; build families' capacity for becoming involved in improving their child's academic outcomes; and encourage families to be actively involved in their child's education. This position is a key member of the school community and will collaborate with and support the school staff, parents, students, partners, and members of the community by initiating, facilitating, and maintaining programs and strategies that help the school set and adhere to NursesMC-CR's school mission of preparing a diverse group of students to become the highly educated and professional nursing workforce of the future.

DUTIES AND RESPONSIBILITIES:

Recruitment and Enrollment:

- Coordinate and execute intake and enrollment activities and processes
- Develop relationships with prospective students and families to facilitate the enrollment process
- Implement annual marketing plan to achieve enrollment goals
- Develop enrollment strategies, to include a marketing plan, community outreach initiatives for our student population
- Provide recommendations to improve campaign performance, increase brand awareness, and support enrollment goals.
- Attend and represent NursesMC-CR at Open Houses, Admission fairs, community events, and conferences to showcase the school and recruit students.

Community Engagement:

- Actively recruit parents to attend school events, including parent-teacher conferences and academic and arts related school events as well as events targeted specifically at parents and families, including family classes
- Coordinate efforts among all family groups connected to the school (to develop a comprehensive family engagement plan and calendar each year)
- Provide content for the monthly e-newsletter and social media platforms, collecting information from the school community for distribution to families
- Plan family workshops and increase parent engagement

Outreach

- Identify and execute ongoing outreach to community organizations, schools and organizations in targeted communities.
- Work with Director of School Culture and Community to provide content for the monthly e-newsletter and social media platforms, collecting information from the school community for distribution to families
- Plan and coordinate extracurricular activities for students and families including field trips, celebration events, student clubs, and other activities as needed
- Organize and coordinate annual updates to marketing communication plans, email templates, and relevant
- Provide website maintenance support, including photo updates, content updates

MINIMUM QUALIFICATIONS:

- Bachelor's degree or an equivalent combination of education and/or experience.
- A minimum of two (2) years of related experience.
- Excellent verbal and written communications skills required. Spanish fluency is strongly preferred.
- Hours will be during the week and weekends and evenings as needed

Compensation and Benefits

This is a full-time position. NursesMC will offer a competitive salary and benefits package commensurate with experience.

Diverse Candidates

We believe that diverse communities must be centered in our work. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.

NursesMC-CR is an Equal Opportunity Employer. NursesMC-CR does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other applicable legally protected characteristics.

To apply, please email cover letter and resume to info@nursesmc-cr.org