

Director of Marketing and Admissions

About Kenneth Gordon Maplewood School

Kenneth Gordon Maplewood School (KGMS) is a K-12 independent school in North Vancouver dedicated to delivering an educational experience built around the individual. Our mission is to empower diverse thinkers, build confidence and capability, and help our students realize their dreams.

Kenneth Gordon Maplewood School (KGMS) is seeking a dynamic and experienced **Director of Marketing and Admissions** to lead the school's enrollment strategy, outreach initiatives, and brand development. From the strategic direction of the department to day-to-day oversight of the inquiry and intake process, the Director of Marketing and Admissions will connect processes and practices with big-picture planning.

Reporting to the Head of School, this position will play a critical role in shaping the public face of KGMS, driving student recruitment, and cultivating relationships with current and prospective families, community partners, and stakeholders.

The ideal candidate will bring a passion for education, exceptional communication skills, and a proven track record in marketing, admissions, or related roles. As a member of the Senior Leadership Team, this is a continuing, full-time position. The ability to work outside of the regular school calendar is required. Kenneth Gordon Maplewood School offers competitive compensation and benefits.

Key Responsibilities

Admissions Leadership:

- Collaboratively develop and implement a strategic admissions plan to attract and retain mission-appropriate students.
- Manage and oversee all aspects of the admissions process, including inquiries, tours, application reviews, student visit days, and enrollment decisions.
- Create a positive, supportive experience for prospective families by effectively communicating the value of a KGMS education.
- Collect and analyze admissions data to inform enrollment trends and strategy.
- Ensure onboarding of new families into the KGMS community.

Marketing and Communications:

- Develop and execute a comprehensive marketing plan to increase visibility, brand awareness, and enrollment.

- Oversee KGMS's digital presence, including website content, social media, and email marketing, ensuring messaging aligns with the school's mission and values.
- Manage implementation of multi-channel marketing strategy including a mix of paid and organic material.
- Collaborate with faculty, parents, and students to gather and share stories that highlight KGMS's impact on student success.
- Manage the production of marketing materials (brochures, videos, newsletters, etc.) that resonate with target audiences.

Community Engagement:

- Cultivate strong relationships with feeder schools, clinical professionals (educational consultants, therapists), current and former families and community partners to enhance referrals and outreach.
- Plan and host admissions events, open houses, and community information sessions to showcase the school's programs and expertise.
- Act as a brand ambassador for KGMS in the broader community, promoting its mission and specialized programs.

Other Duties

- Additional responsibilities as they arise within a busy administration team
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Qualifications and Skills

- A bachelor's degree in marketing, education, communications, or a related field (master's degree preferred).
- Minimum 5+ years of experience in admissions, marketing, or a leadership role in a school or similar organization.
- Strong understanding of independent school environments and the needs of students and families supporting students with learning differences.
- Proven ability to develop and execute marketing strategies, with experience in digital and print media.
- Self-starter, with a high level of initiative
- Exceptional interpersonal, written, and verbal communication skills.
- Highly organized, with the ability to manage multiple priorities and deadlines.
- Proficiency in CRM/SIS systems, website management, and social media platforms.
- Collaborative team player who is also self-motivated and results-driven.
- Photography/videography skills an asset

Please visit our website (<https://kgms.ca/>) to see if Kenneth Gordon Maplewood School to better understand the Mission, Vision and Values of our Inclusive Education Program. We encourage all interested parties to apply to hr@kgms.ca with a cover letter and resume.

We thank all applicants in advance for their interest, but only those candidates who are short-listed will be contacted.

Salary \$80,000 - \$100,000 Dependent on education and experience