



Communications and Events Coordinator

Enroll Indy is a nonprofit organization focused on streamlining the school enrollment process in Indianapolis. Our mission is to help families choose schools that meet their children's needs by providing a one-stop enrollment process, school information that is relevant and easy to understand, and data to inform on policymakers where improvement is most needed in Indianapolis. We believe that all students deserve to go to a great school that meets their unique needs, and we are working toward making this process easier for families.

In November 2016, we launched a School Finder (find.enrollindy.org) tool that families can use to find schools in Indianapolis that fit their child's needs. In November 2017, we launched the OneMatch system which centralized the enrollment process for Indianapolis Public Schools (IPS) and most charter schools in the city. Enroll Indy offers the opportunity to be a part of a small team that is working on a large-scale policy implementation that will have a big impact on families in Indianapolis.

The Communications and Events Coordinator will manage daily communications, materials, and annual event planning for Enroll Indy. He/She will initially report to the Executive Director, and will work collaboratively with all members of this small team.

Roles and Responsibilities

Communications

- Manage development, distribution, and maintenance of all print and electronic communications including, but not limited to forms, press releases, newsletters, flyers, marketing, social media, and Enroll Indy's annual report.
- Maintain and develop Enroll Indy's website including editing content on our Wordpress site
- Track and measure the success of various communication methods and implement strategies to improve or refine engagement over time.
- Document changes to enrollment policy and published information. Preserve organized, up-to-date resources for developing future policies and materials.
- Investigate escalated enrollment concerns and document outcomes, communicating results and next steps with involved parties.
- Lead media buys with external partners as well as create and run Facebook ads
- Attend meetings with community partners and parent groups to gather feedback and support for our work
- Conduct focus groups to gather parent feedback with the Manager of Community Engagement and Outreach
- Oversee the translation of materials from English to Spanish
- Work directly with parents seeking information from Enroll Indy
- Attend community events representing Enroll Indy

Events

- In collaboration with the Manager of Community Engagement and Outreach, plan and execute annual school fair(s) including sourcing sponsors and donations, recruiting vendors, advertising to families, and securing locations

Experience and Qualifications

- Minimum of 1-2 years in a related role
- Bachelor's degree required
- Belief that all children deserve the opportunity to attend a school that meets their unique needs
- Flexibility and comfort working with competing priorities and deadlines
- Positive attitude and willingness to roll up your sleeves as needs arise
- Desire to learn about and experience a start-up non-profit organization
- Experience working with social media, communications, and/or graphic design
- Proficient in Microsoft Office and WordPress
- Fluent in Spanish preferred but not a requirement
- Interest in education, nonprofit management, and local policy
- Flexibility to work evenings and weekends when necessary

Enroll Indy will offer a competitive salary and benefits package commensurate with experience. Please send a resume and cover letter to Caitlin@enrollindy.org.

About Enroll Indy

Launched in August 2015, Enroll Indy helps families choose schools that meet their child's needs by providing a one-stop enrollment process, school information that is relevant and easy to understand, and data to inform school improvement in Indianapolis. Modeled after similar unified enrollment systems in other cities, Enroll Indy launched a unified school application in 2017.