



Position Title: **Director of Enrollment and Marketing**
Position Type: Full-time Exempt
Reports to: Executive Director
Location: Hybrid with some time in Fairlee, VT

About The Aloha Foundation

The Aloha Foundation is a Vermont-based non-profit organization that provides summer camps, family camps, and year-round education programs emphasizing simplicity, nature, and community. Programs serve a range of campers and participants, from children through adults, individuals, groups, and families. The Foundation focuses on creating community by embracing simplicity and putting a value on meaningful face-to-face connections.

Summary

The Director of Enrollment and Marketing will both develop and execute strategies to attract, gain, and retain campers, schools, families, and groups at the Aloha Foundation. Duties will include strategic planning, marketing campaigns, branding and messaging, lead generation, data analysis, and relationship management. The Director of Enrollment and Marketing is a member of the senior leadership team. They have three direct reports, the Marketing and Communications Manager, the Associate Director of Enrollment and the Social Media and Engagement Coordinator.

Key Responsibilities

- Develop, execute, and evaluate marketing strategies focusing on driving enrollment for all of the Aloha Foundation's programs in order to meet the short-, medium- and long-term strategic goals of the Aloha Foundation
- Design marketing and campaign plans that engage internal and external constituents raising the brand profile of the Aloha Foundation and its programs, differentiating Aloha and promoting its unique values and benefits.
- Utilize a wide array of resources and mediums to develop creative and innovative solutions to achieve shared goals of the Aloha Foundation.
- Develop & execute the day-to-day and long-term growth enrollment strategy in partnership with the broader cross functional team and camp directors; engage with broader organization in strategic planning.



- Implement lead generation tactics, including building partnerships, to identify sources of new participants.
- Continue and improve on an excellent communications and customer experience for families, schools, and all participants in our programs.
- Establish, track, and interpret KPIs to diagnose business trends, forecast future performance, determine budgets/resourcing, and inform go-to-market strategy
- Collaborate with Program, Finance, and Advancement departments, and external partner teams to achieve business milestones, build processes, and bring ideas & partnerships to life.
- Ensure the development and execution of tactical programs internally & with partners to pursue targeted goals and objectives
- Review competitive offerings to understand trends, opportunities, and make recommendations based on those observations.
- Develop and execute marketing strategies that leverage our owned, earned, and paid media platforms to drive enrollments across all Aloha Foundation programs.
- Cultivate partnerships with referral agencies, educational consultants, etc.
- In collaboration with the Executive Director, develop and closely manage the department budget to achieve the organizational goals.
- Participate in four in-person board of trustees meetings each year and on an assigned board committee throughout the year.
- Travel as needed for specific events and activities, 1-4 times a year.

Qualifications & Experience

- 10 or more years of related experience in marketing, communications, recruiting, admissions, or similar fields.
- Alignment with Aloha Foundation core values and mission
- Strong and versatile business acumen, keen analysis skills and an understanding of the many factors at play in lead generation and enrollment
- Skilled at managing and developing a team, including success with remote teams, while directly contributing to the goals of the team and organization; balancing the player coach leadership style.
- Creative thinker; able to work independently to meet deadlines and get results
- Data-driven and able to collaborate across the organization
- Excellent communication, presentation, prioritization, and organizational skills
- Exceptional business strategy and customer experience judgment



Interested candidates may apply by sending a resume and cover letter to humanresources@alohafoundation.org. Screening of complete applications will begin immediately and continue until the completion of the search process. While we appreciate all interest in this exciting opportunity, only candidates most closely aligned with our search will be contacted.

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