



Admissions & Marketing Coordinator

The German International School is a private school in Etobicoke, Toronto's west-end, and operates as a non-profit organization. Our school has a CHARAKTER Education framework that promotes love for learning in a supportive learning community. We offer an outstanding multilingual education in German, English, and French for students in grades kindergarten to ten. We are a school with high standards for teaching and learning and the result is a fascinating educational offer that is both challenging and future orientated.

About this opportunity:

The German International School Toronto is currently seeking an energetic and highly motivated *full-time Admissions & Marketing Coordinator* to join our dynamic school management team. The Admissions & Marketing Coordinator will deliver high-quality customer service to existing and prospective families while managing our marketing and communication initiatives to achieve the school's objectives. The Admissions & Marketing Coordinator shows commitment in the planning and execution of school events. It is a comprehensive role with plenty of variety. This position reports directly to the Business Manager and Principal.

What you will bring:

- Commercial mindset partnered with a creative mind
- Flexible & ambitious self-starter - We are looking for someone who will take a problem and figure out a solution individually and/or with the team
- Exceptional communication skills in German and English (verbal and written)
- Excellent computer skills (Microsoft Office)
- Experience with WordPress, MailChimp, and HubSpot is an asset
- Experience with Google Analytics and successful management of social media accounts
- While showing outstanding initiative and capacity to work with minimum supervision, must be a team player
- Event planning and management experience is an asset
- Ability to manage stress and work in an active, fast-paced environment
- Strong sense and ability to maintain confidentiality, and handle all interactions with diplomacy and tact



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- Willingness to be available to work some evenings and weekends at various school functions and events throughout the academic year
- Comfortable around children, knowledge/interest in the educational field
- Permanent residence status, Canadian citizenship, or valid work permit required

Your responsibilities will include but are not limited to:

Admissions

Manage the admissions process from the first query to the enrolment agreement

- Answer calls and emails, respond to social media queries
- Communicate with interested families throughout the enrolment process and follow up on a regular basis
- Organize and execute admissions meetings with interested families, including members of the administration and school community (parent ambassadors) when needed
- Coordinate applications for Financial Assistance, prepare Board proposals with the Business Manager
- Complete the enrolment agreement and submit documents to the accounting department for enrolment completion
- Planning and execution of Open House Events as part of the yearly enrolment process
- Evaluate the success of activities and report results and activities to school management and Board

Marketing and Communications

- Develop yearly plan & budget in accordance with goals, together with Business Manager
- Drive awareness of the school and generate leads from interested families through the use of marketing channels including, but not limited to:
 - Social Media: Facebook, Instagram, YouTube
 - Website: content management
 - Emails: to interested families/leads
 - Events: Meetups, Christmas Bazaar, Open House, Lantern Parade, Summerfest, Easter Crafting
 - Community Outreach programs: with local groups, companies, media
- Work with a graphic designer to create exciting online and print sales materials



- Evaluate the success of activities and report results and activities to school management and Board
- Develop a CHARAKTER marketing plan for all channels
- Active participation in the marketing group of Deutsche Auslandsschulen in North America

Event Management Tasks

- Organize, advertise, and execution of internal and external school functions and events
- Facilitate relationships in our local community and German network

If you are interested in this exciting opportunity, please submit your resume and cover letter to career@gistonline.ca by **October 3, 2023**.

Only candidates selected for an interview will be contacted.

We are looking forward to your application!



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