

## **GORDON COLLEGE**

### ***Position Description***

#### **Title: Public School Engagement Manager**

**Function:** The Engagement Manager will identify and cultivate relationships with strategic ambassadors within key New England public schools to build trust and a network of partnerships that benefit students and college enrollment. The engagement manager will leverage high density areas in Massachusetts and alumni connections to develop the partnership network.

#### **Description of Duties and Tasks:**

##### **Travel and External Relationships:**

- Execute a partnership strategy for engaging top feeder public schools in Massachusetts.
- Develop relationships with Gordon College alumni teaching in schools, with a focus on the music departments.
- Establish regular presence at regional performances and professional development workshops for teachers.
- Build sustainable referral partnerships with teachers in public schools.

##### **Partnership with Alumni Office, Adams School of the Arts and Herschend School of Education:**

- Partner with Deans of schools to develop and create professional development opportunities for educators in Massachusetts.
- Partner with graduate programs to offer relevant information to teachers current graduate offerings at the college
- Participate in school meetings to connect with faculty and share observations, data and experiences of external relationship work.
- Identify partnerships for experiential learning for current leaders at Gordon College (i.e. student teaching, internships, etc.)

##### **Data Collection and Enrollment:**

- Update Salesforce CRM with contract information for teachers and tracking conversations
- Create opportunities to speak to students and parents about Gordon College through creative programming and collect contact information for Slate and Salesforce.
- Connect families directly with appropriate admissions counselors to help learners take their next step.

##### **Event Collaboration:**

- Represent Gordon College at relevant college fairs in high density areas
- Partner with Summer Programming at Gordon to execute summer workshop series focused on educators.

### **Required Knowledge, Skills and Abilities**

To fully perform the above functions, the incumbent must possess the following knowledge, skills, and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Master's Degree in related field; strong preference for Master of Education degree.
2. Ability to work together with a range of people including faculty, administration, students, staff, etc.
3. Self-starter with management and detail orientation.
4. Strong verbal and written skills.
5. Creative, innovative, and strategic thinker.
6. Passionate about whole-person formation
7. Strong leadership and team building skills as well as a growth mindset.
8. High emotional intelligence as it relates welcoming students, parents and educators to campus.

In our Christ-centered community, faculty and staff affirm the [College's Statement of Faith](#) as an expression of their own theological convictions and agree to work within [Gordon's community standards](#) in order to model these commitments for our students' formation. Gordon College faculty and staff support the College's commitment to the [Shalom Statement](#), which includes our desire to treat all individuals as equal image-bearers of God.