



Family Recruitment and Outreach Manager

Position Overview:

The Family Recruitment & Community Outreach Manager at MCP plays a critical role in building and sustaining a full, thriving student body across all campuses. This individual leads the strategic planning and tactical execution of MCP's scholar enrollment strategy—from planning to recruitment to engaging prospective families to ensuring a seamless onboarding experience. As a key ambassador of MCP's mission, the Family Recruitment & Community Outreach Manager cultivates strong relationships with prospective families, communicates the value of an uncompromisingly excellent education, and ensures every interaction reflects the organization's commitment to excellence and its values.

This role is both strategic and executional, requiring strong organization, responsiveness, and a deep belief that every child deserves access to a high-quality education. This role requires participation in school and community events outside of normal working hours (open houses, school fairs, hiring fairs, donor events, etc.) on as assigned by the supervisor.

Responsibilities:

Family Recruitment

- Executes MCP's enrollment strategy with precision, urgency, and a deep commitment to family experience
- Works collaboratively with MCP's Chief Marketing & External Affairs Officer on marketing and communication materials, Marketing Coordinator on social media and other graphics, Chief Operations Officer on the lottery process, and the Parent Liaison on new family onboarding
- Lead the planning and execution of recruitment campaigns, events such as open houses, special events, school fairs, preview days, shadow days, and community engagement opportunities
- Represent MCP to families in the community as a mission-driven ambassador, clearly communicating the value of an uncompromisingly excellent education
- Leads proactive family outreach, including calls, tours, events, and follow-up communication to build strong relationships and drive enrollment
- Partners closely with campus teams to monitor enrollment targets, track data, and adjust tactics to meet goals
- Partners with the Parent Liaison to ensure a seamless onboarding experience for newly enrolled families including campus tours and special events for prospective families
- Works closely with the Operations Team to ensure support for the admissions cycle.



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Community Partnerships

- Design and implement community outreach and engagement/partnership strategies
- Develop and manage special programs and events that support community relations and local partnerships
- Build strong relationships with feeder organizations such as daycares, churches, community centers, and youth programs to build strong recruitment pipelines
- Build relationships and manage partnerships with Milwaukee-area business partners; serve as the primary point of contact
- Represent MCP at community events, church events, sport tournaments, and other outreach opportunities
- Coordinate community engagement events and initiatives

Volunteer Coordinator

- Work collaboratively with school leadership teams to understand the needs for volunteers
- Design and implement a network-wide volunteer program to support academics, athletics, and other campus-wide needs
- Lead tours with volunteers and prospective volunteers

Knowledge, Skills and Abilities

- Strong communication, customer service, and interpersonal skills
- Highly organized, detail-oriented, and driven
- Able to manage multiple projects simultaneously
- Proficiency in managing logistics, engaging with families and community partners

Qualifications

- Bachelor's degree in communication, education or related field
- Five years of experience working in student admissions and family engagement
- Availability to work some evenings and weekends

How to Apply:

To apply, complete an application here:

<https://www.paycomonline.net/v4/ats/web.php/portal/ED7FE791F1E19827B6098A2D9B4961E1/jobs/73138>