

JOB

DESCRIPTION



## DIRECTOR OF AUXILIARY INITIATIVES

### LOCATION

West Chester, Pennsylvania

### BENEFITS

Competitive salary, generous benefits package, including campus housing

### POSITION DESCRIPTION

Reporting to the Chief Financial Officer, the Director of Auxiliary Initiatives is responsible for strategic planning, operations, market development, program design, promotion, budgeting, monitoring, and evaluation of all Westtown Auxiliary Programs including athletic camps, day and overnight camps, aquatics program, after school programs, school store and cafe, and the rental of Westtown facilities.



## ESSENTIAL FUNCTIONS AND KEY OBJECTIVES

### Strategic Program Management

Build vibrant programs that achieve annual and long-term net revenue growth targets, support the school's mission and program, and build Westtown's market exposure as an independent Quaker day and boarding school.

- Collaborate with school leadership, administration, and faculty to ensure all auxiliary programs align with and support Westtown's mission and philosophy
- Design, enhance, and expand program offerings that align with our long-term strategic auxiliary programs vision and financial objectives
- Continually explore innovative opportunities for leveraging the intellectual and physical assets of the school
- Continually explore innovative opportunities for supporting school admissions and building the school's exposure in the independent school market
- Annually seek and analyze input from participants and staff regarding the quality of their program experience
- Seek to identify partnerships that may enhance auxiliary program potential
- Maintain membership in American Camp Association

### Program Management

Ensure program participants have a safe and positive experience such that they return and/or recommend our programs to others.

- Oversee and manage all auxiliary programs including but not limited to: Westtown Summer Camp, Westtown Aquatics Program, Moose Tracks and Moose Kids, Other after school programs, Westtown Ropes Course
- Provide an appropriately safe, caring, and enriching environment for all auxiliary program participants
- Establish routines, provide positive guidance, and enforce policies and procedures, including disciplinary policies, in accordance with Westtown's stated values
- Provide ongoing training, supervision, support, and professional development of all faculty and staff of auxiliary programs
- Oversee all aspects of Moose Tracks and Moose Kids on a daily basis including discipline matters and communication with parents
- Develop and oversee all safety and health protocols in coordination with school risk management plan
- Oversee all aspects of campus rentals by creating policies, protocols and procedures for facilities usage and pricing for all events and programs on Westtown's campus beyond the regular school day
- Provide support for Westtown Science Institute and Westtown Summer Academic Courses

## Financial Management

Ensure that the Auxiliary Programs' financial performance meets or exceeds budgeted expectations.

- Prepare an annual budget covering all aspects of program revenues and expenses to ensure profitability
- Monitor revenues and expenses on a monthly basis, and in accordance with budgetary restrictions for bottom line performance across all programs
- Provide the Finance Department with all the information necessary to complete the financials in an accurate and timely manner
- Work with individual program directors to ensure profitability of their programs
- Establish appropriate compensation for all auxiliary program employees in coordination with Chief Financial Officer and Human Resources

## Marketing, Communications, and Recruitment

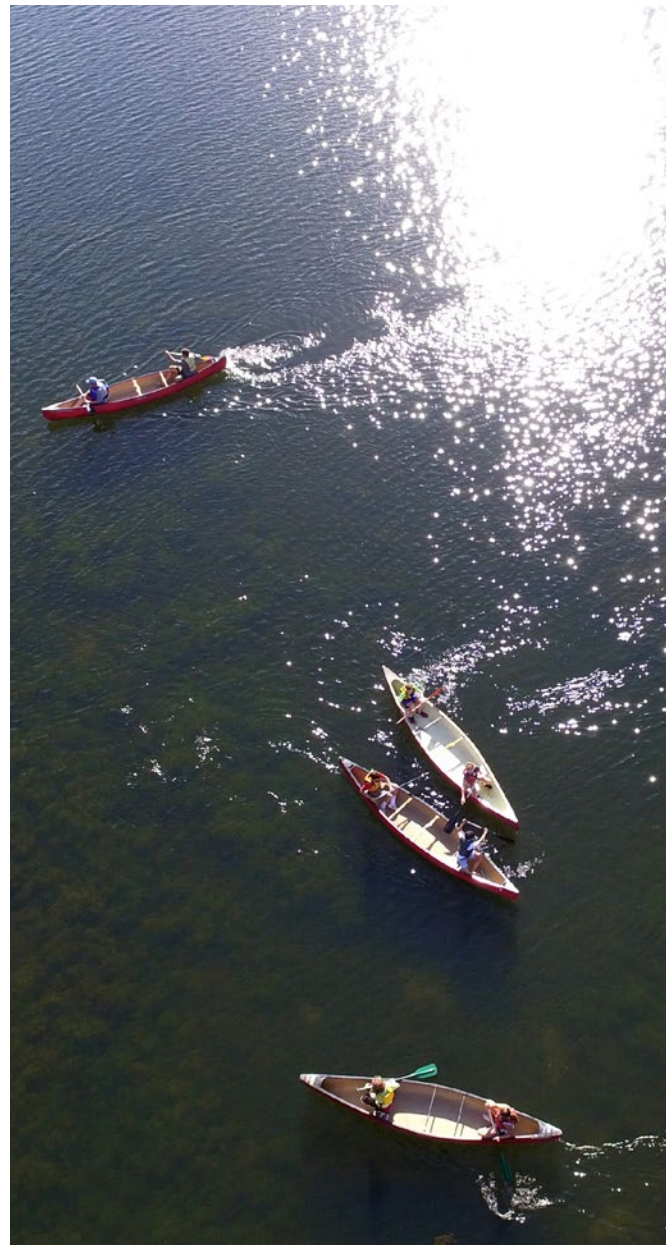
Effectively promote the programs so as to achieve the enrollment and revenue targets.

- Working closely with CFO and colleagues in Finance, set appropriate enrollment and revenue targets each season
- In coordination with the Communications and Marketing department, develop and implement a comprehensive marketing strategy for all auxiliary programs
- Ensure that all auxiliary programs have an effective and accurate internet presence including website, social media, and digital marketing
- Plan and coordinate the publishing and advertising of program catalogues, brochures, and schedules
- Manage all public relations and marketing initiatives including open houses, mailers, brochures, camp fairs, and ad placement to promote and communicate the programs to prospective and enrolled participants
- Write and distribute regular communications among auxiliary program constituencies that effectively provide updated information and a sense of community
- Serve as primary recruiter to all programs and manage the activities of others charged with recruitment
- Work closely with the Admissions Office to identify and follow-up with participants who have strong potential to convert to Westtown student prospects
- As appropriate, accompany Admissions Office staff to regional marketing events and receptions

## Administration and Operations

Ensure that the administration of the programs is efficient and effective.

- Oversee registration for all auxiliary programs
- Ensure the auxiliary programs database is accurate and comprehensive
- Prepare reports for and communicate with Westtown leadership to ensure awareness of auxiliary program performance
- Execute and oversee all contracts related to programs
- Serve as member of the Crisis Management Team
- Ensure that all auxiliary programs are in compliance with all applicable regulations of licensing and governing entities



## Human Resources

Hire and manage to build a stable, effective, customer-focused team.

- In collaboration with HR
- Recruit, hire, and train all Westtown auxiliary program employees
- Ensure that all necessary and required employment forms, including background checks, are completed and on file
- Coordinate and communicate payroll as needed
- Coordinate and conduct annual performance evaluations of all auxiliary programs personnel

## Other Duties

- Participate in special assignments and projects as needed to improve school operations (i.e. buildings and grounds, safety, accreditation, committees, etc.)
- Perform other duties as assigned by the Chief Financial Officer

## DESIRED QUALIFICATIONS

Affinity for Quaker education and process, the mission and values of Westtown School, and the respectful, collaborative, inclusive environment we strive to create. Driven, with an entrepreneurial spirit. Resourceful, innovative, forward thinking and committed. Successful candidates will have the energy and ambition to develop Westtown's Auxiliary Programs to the highest degree of educational excellence. They will be organized, attentive to detail, and motivated by authentic interest in the experience of the participants in the programs.

The requirements listed below are representative of knowledge, skill, and/or ability required to perform essential functions of the job:

- 5-7 years of summer/auxiliary program experience or equivalent
- 3-5 years of progressively responsible experience managing summer/auxiliary programs or equivalent
- The ability to think strategically in developing, enhancing, and refining summer/auxiliary programs in the broader context of a mission-driven independent school
- Bachelor's degree required
- A high level of integrity and an extraordinary work ethic
- A love of children
- Strong financial acumen with demonstrated ability to develop and manage a budget
- Excellent project management and organizational skills
- Expertise in marketing summer or similar programs using a variety of technology resources including social media
- Well-developed collaborative work style; ability to

interact with employees at all levels of the community

- Ability to understand youth development programming, applicable regulations/laws, trends, best practices and new developments in the field
- A creative self-starter who brings wisdom, perspective, confidence and excellent problem solving skills to the position
- A strong cultural competency and ability to work with a diverse community
- Knowledge and skill to negotiate and manage contracts
- Excellent oral and written communication skills
- Strong analytical skills with the ability to quickly and regularly adjust strategy based on the School's needs
- An independent and strategic thinker capable of understanding the full scope of projects while seeing individual tasks through to completion
- Experience with Microsoft Office products, Google applications, database management, website development, and digital media
- A positive outlook, and a sense of humor



## Physical Requirements

- Ability to walk for long periods of time around campus
- Ability to lift and/or move up to 30 pounds
- Ability to climb stairs
- Ability to sit at a desk working on a computer



## WESTTOWN SCHOOL

Westtown School is a Quaker, co-educational, college preparatory day and boarding school for students in pre-kindergarten through twelfth grade, located in eastern Pennsylvania. Founded in 1799, Westtown is the oldest continuously operating co-educational boarding school in the country. With a diverse total student body of 670 students, the school maintains a commitment to educational excellence and innovation, with a Quaker heritage that celebrates families of all faiths and traditions. Westtown remains steadfast in its commitment to develop very smart, extraordinarily prepared and deeply ethical adults ready to lead and serve.

### MISSION

Guided by the essential Quaker calling to seek out and honor that of God in each of us, Westtown School challenges its students to realize their individual gifts while learning and living together in a diverse community. Westtown inspires and prepares its graduates to be stewards and leaders of a better world.

What we teach and how we teach are reflections of the ideals upon which Westtown was founded. At the heart of our curriculum, our interactions with one another and our community life are the values and practices of the Religious Society of Friends - the Quakers. What does this mean at our school?

- That each voice is valued and encouraged
- That we have a profound respect for diversity
- We have a dedication to peace and justice in community and in the world
- We maintain a special focus on service, stewardship and social responsibility
- Our values make us who we are

### QUICK FACTS

Founded	1799
Enrollment	670
Grades	PreK-12
Faculty & Staff	200+





## FACILITIES

Westtown School's campus offers exceptional resources including its expansive acreage and many modernized facilities:

- 600 acre campus
- 14 acre lake with beach and boathouse
- Arboretum and natural forest
- Instructional organic farm

### Athletic facilities:

- Athletic Center with 4 basketball courts (which also double as volleyball and indoor tennis courts), indoor track, dedicated wrestling room, 25-meter pool, fitness center, dance studio, training room, locker facilities and meeting spaces
- 9 playing fields
- 14 tennis courts
- Ropes course with 22 elements

### Academic facilities:

- \$13m Science Center with state-of-the-art classrooms and lab space
- Barton-Test Theatre with computerized lighting system, a scene shop and costume shop
- Art gallery, three art studios, a ceramics room, dark room, chorus room, orchestra room, four music practice rooms, and a recording/sound studio
- Three computer labs and all classrooms outfitted with state-of-the-art audio-visual systems
- Quaker Meeting House

### Residential facilities:

- Four dormitories, all of which have been renovated within the past five years
- 62 faculty houses and apartments

## TO APPLY

Candidates should send the following separate PDF attachments to [nsaltonstall@auxs.org](mailto:nsaltonstall@auxs.org):

1. Cover letter addressed to:  
Westtown School  
RE: Director of Auxiliary Initiatives  
c/o Nat Saltonstall
2. Resume or CV
3. A list of four or more references  
(including name, title/organization,  
phone numbers and emails)
4. Summary of the following:
  - Short list of major accomplishments, projects, or initiatives related to summer or auxiliary programs (i.e. camps, facility rentals, etc.)
  - Size, scale and growth of summer/auxiliary programs (i.e. camps, facility rentals, etc.) you have overseen.
  - Other comparable initiatives that you have launched from idea through implementation with measurable results

### Notice of Non-Discrimination Policy

Westtown School does not discriminate on the basis of race, color, sex, religion, national origin, sexual orientation or disability in the administration of its educational, admissions, and financial aid policies, faculty and staff recruitment and hiring policies, athletics or other programs or activities administered by the school. Westtown School is an equal opportunity employer. We aspire to cultivate a welcoming, inclusive community in which all participants feel valued and welcomed without regard to personal differences.