



Now Hiring:

DIRECTOR OF AUXILIARY PROGRAMS

NEW CITY SCHOOL is a leading independent school located in St. Louis' historic Central West End neighborhood, enrolling approximately 330 students from age 3 through 6th Grade. Our teachers provide an education that is challenging yet developmentally appropriate and supportive, as they work to empower and encourage children to be active and engaged learners.

OUR MISSION: New City School inspires children to engage joyfully in learning and achieve academic excellence while cultivating their personal strengths and passions, and empowers their students to build community and advocate for a more just and equitable world.

New City School seeks an inspiring and dedicated Director of Auxiliary Programs. Reporting to the Head of School, the Director of Auxiliary Programs is responsible for strategic planning, operations, market development, program design, promotion, budgeting, monitoring, and evaluation of all New City Auxiliary Programs. The ideal candidate will have a deep understanding of child development, progressive pedagogy, and educational research; an understanding of and commitment to diversity, equity and inclusion; a growth-oriented mindset; and a spirit of collaboration and joyful learning.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Collaborate with school leadership, administration, and faculty to ensure all auxiliary programs align with and support New City'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.
- 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.
- Build vibrant programs that achieve annual and long-term net revenue growth targets, support the school's mission and program, and build New City's market exposure.

PROGRAM MANAGEMENT

- Oversee and manage all auxiliary programs including but not limited to: summer programs and all after and before school programs.
- 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 New City's stated values.
- Provide ongoing training, supervision, support, and professional development of all faculty and staff of auxiliary programs.
- 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 New City's campus beyond the regular school day.

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

FINANCIAL MANAGEMENT

- 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 Business Office with all the information necessary to complete the financials in an accurate and timely manner.
- Establish appropriate compensation for all auxiliary program employees in coordination with Director of Finance and Operations.
- Ensure that the Auxiliary Programs' financial performance meets or exceeds budgeted expectations.
- Working closely with Director of Finance and Operations, set appropriate enrollment and revenue targets each season.

MARKETING, COMMUNICATION, AND RECRUITMENT

- In coordination with the Assistant Director of Marketing and Communications, 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 catalogs, 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.
- Effectively promote the programs so as to achieve the enrollment and revenue targets.

ADMINISTRATION AND OPERATIONS

- Oversee registration for all auxiliary programs.
- Ensure the auxiliary programs database is accurate and comprehensive.
- Prepare reports for and communicate with New City leadership to ensure awareness of auxiliary program performance.
- Execute and oversee all contracts related to programs.
- Serve as a member of the Administrative Team.
- Ensure that all auxiliary programs are in compliance with all applicable regulations of licensing and governing entities.
- Ensure that the administration of the programs is efficient and effective.

HUMAN RESOURCES

- Recruit, hire, and train all New City 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.
- Hire and manage to build a stable, effective, customer-focused team.

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 Head of School and/or the Director of Finance and Operations.

DESIRED QUALIFICATIONS

- 3-5 years of summer/auxiliary program experience with at least 2-3 years of progressively responsible experience managing summer/auxiliary programs (or equivalent).
- Bachelor's degree required; advanced degree preferred.

- Well-developed collaborative work style; ability to interact with employees at all levels of the community.
- The ability to design an experience, program, curriculum, or product, based on a deep understanding of what the audience and community values.
- A creative self-starter who brings wisdom, perspective, confidence and excellent problem solving skills to the position.
- A strategic thinker with the ability to implement change that drives growth in participation and revenue.
- Demonstrated ability to develop financial models for new programs and to manage a budget.
- Expertise in marketing using a variety of technology resources including social media.
- Excellent project management and organizational skills.
- The ability to foster positive relationships with all constituencies in an independent school environment through 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.
- A positive outlook, and a sense of humor.
- A high level of integrity and an extraordinary work ethic.

GENERAL REQUIREMENTS

- Passing of necessary background checks.
- Consistent and prompt attendance.
- Compliance with the provisions of the New City Faculty & Staff Handbook.

WORKING CONDITIONS (*Schedule, Physical Demands and Work Environment*)

This position requires:

- Work outside normal business hours as needed, including evenings and weekends.
- Prolonged sitting, standing, walking, climbing stairs, reaching, twisting, turning, kneeling, bending and stooping in the performance of daily activities.
- Grasping, repetitive hand movement and fine coordination when using a computer keyboard.
- Near and far vision for reading and preparing written reports and other documents.
- Acute hearing when providing phone assistance.
- The need to lift, drag, push, and pull files, reports, and other materials weighing up to 25 pounds is required.
- Ability to work in person/in the school building.

ORGANIZATIONAL SUMMARY

Reports to: Head of School

Supervises: Assistant Director of Auxiliary Programs, Auxiliary seasonal and part time staff, children enrolled in auxiliary Programs

START DATE: Spring/Summer 2025

COMPENSATION: New City offers competitive compensation (commensurate with experience) and excellent benefits including professional development funds, generous medical, dental, vision, life and disability insurance, bereavement leave, paid parental leave, retirement benefits and tuition remission for children of faculty members.

TO APPLY: Please send a letter of interest, resume and list of three references (with name, relationship, phone number and email address for each; references will not be contacted without the candidate's permission) in one PDF to: **Alexis Wright, Head of School, at auxiliaryprograms@newcityschool.org**. Please indicate "Director of Auxiliary Programs" in the subject line. Candidates will be considered on a rolling basis through March 2025.

At New City School, we recognize a diverse faculty and staff is a strength that impacts and enhances all aspects of our school. We celebrate our inclusive school environment and are eager to accept applications from candidates of all backgrounds and perspectives. New City School does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status in any of its activities, hiring practices or operations.