

Position Description: Enrollment Coordinator



Job Summary: For many families, the Enrollment Coordinator will be the first person they interact with at Cottonwood Gulch. This person will work closely with our Summer Program Director, and together you will be responsible for enrollment for our summer programs and other open-enrollment programs. This person will ensure families have an extraordinary experience with Cottonwood Gulch from start to finish. The ideal candidate will enjoy speaking with families and school partners about our programs, convincing strong candidates to apply to our programs, and helping them through the application process.

Responsibilities:

1) Enrollment and Recruitment (lead)

- Own Cottonwood Gulch's summer enrollment goals, measured in filled trek-weeks, and lead the recruitment work to meet them.
- Build and run the recruitment plan for summer expeditions, including outreach to past families, school partners, and new prospects.
- Move interested families through the process, from first inquiry to confirmed enrollment, with timely and personal follow-up.
- Talk directly with families to understand their kid and their goals, help them find the right trek, and ask for the enrollment.
- Lead the summer trek scholarship process for trekkers and community partners, keeping scholarship seats full and well matched.
- Host recruiting events, virtual and in person.
- Track enrollment progress against goals and flag treks that need attention early enough to do something about it.

2) Family Experience and Communication

- Keep families informed and confident in the months leading up to summer, in coordination with the Summer Programs team.
- Serve as a warm, responsive point of contact so families have an extraordinary experience from first contact through the start of their trek.
- Ensure trekker-related forms are completed and uploaded to Campminder by established deadlines; follow up with families who are missing forms.

3) Supporting Responsibilities

- Assist with enrollment for adult and family treks.
- Assist with Trek Log publication and distribution.
- Contribute to public communications, including social media posts, mass emails.

Required Qualifications:

- One or more years experience in communications, customer service, marketing, branding or related position.
- Ability to communicate effectively and professionally with a wide range of audiences about Cottonwood Gulch's programs, and sufficient knowledge of Cottonwood Gulch programs to accomplish this goal.
- Strong organizational skills.
- Experience with and/or ability to learn Google Drive, Adobe products, Microsoft Office, and Campminder.
- Ability to prioritize and manage multiple tasks simultaneously and independently.

Preferred Qualifications:

- Three or more years experience in communications, customer service, marketing, branding or related position.
- Experience with Cottonwood Gulch or similar outdoor education program.
- Fluent in Spanish.

Work Location: Our primary office is in Albuquerque, New Mexico; this person could work from the office and/or work remotely, assuming proven capacity and ability to meet job obligations from a remote setting.

Physical Requirements: Ability to work in an office setting, including working at a desk, talking on the phone, and using a computer.

Compensation:

This is a permanent, part-time position, averaging roughly 15 to 20 hours per week. The hourly range is \$20 to \$25 depending on experience.

In addition to base pay, this role is eligible for a performance bonus tied to summer enrollment. The bonus rewards filled trek-weeks against goals set each year with the Summer Programs Director, and can reach up to \$8,000 when enrollment meets stretch targets.

Inclusive and Welcoming Environment:

CGE is an equal opportunity employer and does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender identity or expression, age, national origin (ancestry), disability, marital status, sexual orientation, spousal affiliation, mental or physical handicap, serious medical condition, or military status in any of its activities or operations.

Moreover, Cottonwood Gulch Expeditions believes in the learning, growth and healing that can take place in the outdoors. We also recognize that access to programs like ours—along with access to any green space, clean air and water, and healthy food—continues to be a privilege rather than a right. CGE recognizes that in outdoor spaces, the voices and work of people of color, people from working class backgrounds, Indigenous people, women, and LGBTQ+ individuals have been often overlooked and marginalized. Therefore, we encourage applications from people in these groups, and all people, regardless of background.

To Apply: Send a resume and cover letter to Jill Levandoski: jill.levandoski@cottonwoodgulch.org