



Position: U.S. Program Director

Location: Hybrid (Ann Arbor, Michigan)

Job Type: Full Time

Pay: starting pay \$25

About US

Clonlara School is a nonprofit, K–12 private school that serves more than 2,000 students around the world through our Campus and Off-Campus Programs. Our mission is to transform education on a global scale through a highly personalized approach that fosters authenticity, autonomy, and joy in the learning process. We are truly a global, strengths-based learning community. Our company's culture, *'the culture of trust'* is characterized by the flourishing teamwork of our highly mission driven staff members from all over the world, who value open-mindedness, readiness to innovate and problem-solve, and who care about sustainability.

Currently, we have an opening for a U.S. Program Director to inspire and lead our largest off-campus program, managing an experienced team of advisors who serve approximately 600 students.

About YOU

You are a dynamic and results-driven individual with a passion for alternative education and marketing. You thrive in a collaborative environment and enjoy finding creative ways to promote what you do. You can successfully coach and mentor others to be their best. Your ability to tell a great story and create enthusiasm sets you apart, along with your excellent communication skills. As a marketing and sales expert, you have a proven track record of driving results and achieving business objectives.

Your Role

As the U.S. Program Director, you will play a pivotal role in managing a team and overseeing the English-speaking program's operations at Clonlara. You will serve as the link between our English-speaking employees/contractors and other departments within the organization, ensuring seamless communication and collaboration. In addition to this, you'll be instrumental in driving marketing efforts and meeting enrollment goals for the program. Your responsibilities will include hands-on management of the team, strategic planning, and implementing the EOS system to drive efficiency and success.

There will be a director training period to immerse yourself in Clonlara's operations and an opportunity to learn the Advisor role to effectively prepare you for the US Director position.

Responsibilities



General Administration and Supervision: assist in the smooth operation of Clonlara School's English-speaking program, including the following duties:

- Follow EOS®, the Entrepreneurial Operating System, which Clonlara has adopted.
- Work with the Director of Finance to set the annual budget and ensure all expenditures, including contractor and employee pay, are within the Program's budget.
- Hire more staff as necessary for the program's local growth to complete all aspects of the scope of work.
- Train or arrange for training other employees in the home market as necessary for the program's growth.
- Hands-on management of a team, providing guidance, support, and mentorship.
- Contribute to the Clonlara Global Learning Community development, supporting occasional projects.
- Provide enrolled parents and learners with regular communications.
- Work with the Education Department to provide Clonlara's educational services and support to the school's students.

Sales and Admissions: inspire and lead those working with prospective families to turn inquiries into new enrollments. Supervise staff that will work with the Admissions Department to enroll students in the US Program. Assist the Admissions Department to meet the US Program's enrollment goals.

Advertising, Marketing, and Publicity: assist Clonlara's Marketing and Communication Department in understanding the USA and worldwide market and how it relates to offering the School's services.

Determining Clonlara's ideal client (student and family) in local target market.

- Creating a strong and clear Clonlara presence in the US and other English-speaking regions around the world.
- Determining how best to reach this client within your budget. Evaluating what form of promotion is most effective for the cost and market.
- Working to position Clonlara as an authority in personalized learning.
- Participating in gatherings, conferences, and other opportunities.

This is an overview of the expectations for this position. A more detailed description of this role will be provided during the interview process.

QUALIFICATIONS

- Bachelor's or Master's degree in Business Administration or Education
- Minimum three years' experience in education, business, or non-profit administration
- Team building success: Managing and motivating staff as well as recognizing and supporting talent. Also, the ability to accept direction from supervisors.
- Proven experience in marketing and sales, preferably in the education sector.
- Familiarity with alternative education and personalized learning principles is a plus.
- Strong interpersonal, collaborative, relationship-building and negotiating skills.



- Active Learning: Updating and using relevant knowledge, including understanding the implications of new information for both current and future problem-solving and decision-making.
- Time management skills: Organizing own work, coordinating projects, setting priorities, meeting deadlines, and following up on assignments with a minimum of direction.
- Identifying the developmental needs of others and coaching, mentoring, or otherwise helping others to improve their knowledge or skills.
- Performing research and preparing reports and recommendations.
- Using initiative and independent judgment within established policy and procedural guidelines.
- Exemplary communication skills, including dealing effectively with the public, other school officials and staff, in person, over the telephone, and in written communication, including excellent listening, discerning and synthesizing skills.

Join Our Team: If you are excited about marketing, passionate about education, and eager to make a difference in the lives of learners worldwide, we want to hear from you! Join us in our mission to revolutionize education and empower lifelong learners.

How to Apply

Attach a **cover letter** (required) to the first page of your **resume** in PDF or MS Word format. Please be sure to

- Use your cover letter to address how your prior experience aligns with the requirements for this position.

To apply, email your cover letter and resume to employment@clonlara.org