

Marketing, Sales, and Customer Service Director (FT)

American Heritage School is growing a distance education program and seeks a highly qualified Marketing, Sales, and Customer Service Director to ensure the program reaches its enrollment targets and to guide long-term enrollment and marketing goals.

Applicants are asked to show evidence of the following qualifications:

- Master's Degree in Marketing Communications, Public Relations, Business Administration, Education Administration, or related fields
- Familiarity with K-12 online / distance education market
- Customer service management experience (preferred)
- Interpersonal phone and writing skills; excellent drafting and editing skills
- Proven sales record
- Ability to:
 - o Develop, execute, and adjust a successful three- to five-year marketing plan
 - o Manage enrollment campaigns and customer support efforts
 - o Oversee the creation of promotional videos (e.g. scripting, storyboarding, editing)
 - o Oversee digital media design and creation (e.g. e-catalogs, e-books, brochures)
 - o Oversee print media creation (e.g. course catalogs, informational brochures)
 - o Manage social networking sites
 - o Manage SEO and PPC marketing
 - o Manage promotional events (e.g. conferences, tradeshow, webinars)

Date Posted: 11/5/2010 **Position Closes:** 2/15/2011

Salary will be competitive and commensurate with experience. In addition, AHS provides benefits to all full-time employees, including health coverage. AHS also provides all employees with life insurance, an optional 403(b) retirement savings program, and one free student tuition waiver at American Heritage School.

American Heritage School, founded in 1970, is a nonprofit 501(c)(3) K-12 independent school in American Fork, Utah that promotes the study of academic topics in light of the teachings of Christ. AHS promotes open inquiry, critical thinking, rigorous scholarship, and creative problem solving.

AHS is located in American Fork, UT, just east of the LDS Mount Timpanogos Temple. American Fork is the home of shopping, recreational and medical services and lies within 30 minutes of SLC, Provo, and various recreational and ski areas. AHS is a flexible, professional, open office environment that encourages innovation and provides substantial opportunity for professional and personal growth.

To apply, please submit via email your résumé, cover letter (detailing your philosophical interest in the mission of AHS), and recent salary history to:

Grant Beckwith
Principal
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