



**POSITION TITLE:** Director of Enrollment Management

**DATE MODIFIED:** December 2019

**FLSA CLASSIFICATION:** Exempt

**REPORTS TO:** Head of School

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## **ABOUT ST. JOHN'S**

St. John's is an independent, coeducational Episcopal school serving up to 500 students in grades pre-k through eighth. Located in a park-like setting on 10 acres in East Dallas, the School offers its employees and students a supportive *esprit de corps* fueled by a common mission – one *dedicated to a program of academic excellence designed to train the mind, strengthen the character and enrich the spirit of each student in a Christian environment*. We think of St. John's not just as a school but also as a very special kind of community. We seek to employ people who – regardless of the role they play in the School – understand that they impact the lives of our students, families and colleagues. The St. John's Code calls us to model honesty and respectfulness in our relationships, responsibility in the performance of our assignments and a caring attitude that extends to all members of our community.

## **POSITION PURPOSE**

The Director of Enrollment Management (DEM) is responsible for managing all facets of the admission process in the School's effort to attract, enroll, and retain a diverse and dynamic student population. As a member of the administrative team, the DEM serves as a senior advisor to the Head of School and reports directly to the Head.

## **KEY ACCOUNTABILITIES**

- Champion the philosophy and mission of the School and its leadership while meeting enrollment goals and objectives. The Director of Enrollment Management recruits and retains mission-appropriate students and families who will benefit from the School's unique culture and programmatic offerings and contribute to the School community.
- Utilizing best practices as a foundation, formulate forward-thinking, strategic application, admission, and enrollment policies to share St. John's unique story and solidify a place in the forefront of a competitive market.

- Orchestrate essential elements in the admissions process to ensure the long-term health of the student body and broader alumni/ae base:
  - Enrollment Management
    - track prospective students and coordinate the systematic handling of all necessary documentation from application to enrollment and beyond
    - chair the Admissions Committee and, in consultation with the Division Heads, select, organize, train and lead committee members through the evaluation process
  - Communications
    - model timely responses to inquiries and requests and establish connections through regular contact and informative communications
    - communicate clearly, warmly and enthusiastically to all staff, prospective families and external constituents as an outward-facing administrator of the School
    - communicate final admission decisions to parents, prepare letters to all applicants and supervise the sending of decision-related communications
  - Student Retention
    - support the work of the Division Heads and Business Office in developing key partnerships with families
  - Research and Data Analytics
    - identify and implement web-based technologies to support research
    - using research and data-driven information, develop a strategic recruitment and communications plan to reach targeted audiences and prospective families
  - Marketing
    - in collaboration with the Communications Department, conceptualize and implement all marketing and communication strategies, including print, web and digital platforms
  - Programming
    - plan and implement admission programs such as student visits, orientations, admission interviews, tours, testing and other admission activities
- Foster high ethical standards, integrity, and respect for colleagues, alumni/ae, parents, and students throughout the confidential admissions process.
- Demonstrate sensitivity and cultural competency in relation to economic, cultural and other identifiers present in the enrollment of a diverse student body.
- Understand the culture and climate of the School and the broader educational environment and represent the School in the external community.
- Identify potential key constituents and actively pursue and build relationships that will increase awareness and drive enrollment.

### **ADMINISTRATIVE RESPONSIBILITIES**

- Supervise Admission Office staff.
- Oversee enrollment management budgets.
- Serve as a liaison to the Board of Trustees regarding admissions and enrollment. Attend board meetings and prepare and present reports with pertinent data.
- Participate in committee, department and staff meetings, as well as in School-sponsored events that would benefit from the DEM's expertise.
- Serve as an advisor for a designated group of middle school students.
- Assume responsibility for other projects as assigned by the Head.

### **GROWTH MINDSET**

- Network with directors of admission/enrollment management at other independent schools locally and nationally.
- Demonstrate commitment to personal professional growth.
- Attend conferences and professional meetings to remain current with industry trends.
- Participate in the local admissions community (ISAAD).

### **QUALIFICATIONS – EDUCATION, SKILLS & EXPERIENCE REQUIRED**

- Outstanding written and oral communication skills.
- Proven experience making independent judgments and handling highly confidential and sensitive materials and situations in a way that respects the dignity of each individual.
- The ability to navigate a wide range of relationships, tasks and perspectives; experience working with independent school faculty and staff preferred.
- An affinity for details; exceptional organizational and time-management skills; and demonstrated strength with analysis and problem-solving.
- Competence in a variety of technology tools, including desktop publishing programs, educational apps and learning management systems.
- The ability to prioritize work and independently manage multiple and competing priorities while meeting deadlines.
- Evidence of a strong work ethic, a high level of integrity, and energy and enthusiasm about working in an academic atmosphere.
- Earned a bachelor's degree; master's degree preferred.
- A minimum of five (5) years working within independent schools, preferably in admissions.
- A successful track record of collaboration, assessment and experience supporting a wide range of constituents.

**PHYSICAL REQUIREMENTS**

- Ability to lift approximately 30 lbs.
- Ability to work for extended periods of time, including weeknights and weekends.
- Ability to work with children and adults in indoor and outdoor settings.

**HOW TO APPLY**

Please submit résumé and letter of interest and direct all inquiries to our search consultant with The Education Group:

Karen A. Drawz, Consultant

The Education Group

214-535-7093

karen@educationgroup.com

In our commitment to diversity and equity, St. John's Episcopal School does not discriminate regarding race, color, ethnicity, national origin, sexual orientation, gender, age, genetic information, disability, pregnancy, marital status, religion, military status, and/or any protected category. This commitment extends to our employment, educational, admission, and financial-aid policies, and other school-administered programs.