

Palm Beach Day Academy, established in 1921, is an independent, coeducational school, serving 420 students from age 2 to Grade 9, on two campuses. The foundation of PBDA's program is the education of our students in an academically challenging and compassion-rich environment that guides each child toward personal excellence of mind, body and character. At all levels, our students will be, as our mission states, challenged to excel, empowered to act, and prepared to lead. The school seeks a talented education administrator for the full-time position of **Director of Admissions**.

The ideal candidate will be a data driven decision maker, an experienced admission and financial aid professional, and a creative leader in admission, recruitment and retention.

The Director should be a team player who has a warm collaborative nature, a commitment to servant-leadership, positive energy, sense of humor, possesses superior organizational and prioritization skills and is self-motivated in the completion of his/her work. She/he will have exceptional communication and interpersonal skills including outstanding writing and public speaking skills and the ability to interact comfortably with a variety of people. This person will have a genuine empathy for prospective families and an awareness of the needs and sensitivities of parents, students, faculty, staff and administrators and ultimately be able to manage expectations and deliver admissions decisions in a manner that is honest, caring, and diplomatic.

PRIMARY ROLE AND RESPONSIBILITIES:

- Represent PBDA and serve as an important face of the school to the school and broader community and with prospective families while communicating the mission.
- Engage and inform prospective parents and students about PBDA and the benefits of a PBDA education on an individual, small, and large group basis.
- Inspire the community to actively participate in admissions events including; individual and group tours, student shadow visits, curricular information sessions, student observations/testing/interview, parent to parent connections, and individual family conversations.
- Establish and maintain positive relationships with area educational constituencies including area schools, preschools, consultants, admissions directors and organizations and create networking opportunities.
- Lead and develop a communications plan with prospective families to move them from inquiry to enrollment.
- Oversee and participate in the development of admissions materials, events and marketing practices.

- Coordinate systematic and efficient handling of applications and communications with parents of student applicants so that the process supports and honors students and their families.
- Manage parent and student expectations and deliver admissions decisions in a manner that is honest, caring, and diplomatic.
- Oversee the selection process of new students including the work of the admissions and financial aid committees and maintain school's historic admissions statistics.
- Lead retention efforts with heads of upper and lower schools.
- Manage and support financial aid process by leading and facilitating the Financial Aid Committee meetings and by notifying families of decisions.
- Manage admissions staff including providing clear communication regarding responsibilities, practices, and feedback.
- Manage the admissions budget.
- Analyze trends in enrollment and marketing activities, leading activities to continue programs that are effective; modifying programs; presenting new sales strategies for the PBDA's recruitment and admission activities.
- Report as needed, to the Board of Trustees on the status of the work of the Admission Office.
- Lead in partnership with other school leaders on our retention strategies.
- Other duties as assigned.