Director of Enrollment Management

SUMMARY:
The Director of Enrollment Management is a member of the senior administrative team and has principal responsibility for achieving the School’s short and long term enrollment goals and directing all aspects of enrollment management which includes all recruiting and admissions programs; including enrollment, retention, and financial assistance. The Director of Enrollment Management is a twelve-month position reporting to the Head of School.

DUTIES AND RESPONSIBILITIES:
● Develop and implement a strategic enrollment plan to differentiate the school’s unique brand, while enhancing recruitment, retention, revenue generation, and constituent relations - all consistent with the school's strategic goals and direction
● Articulate the plan’s goals, strategies, and tactics to the wider internal and external communities.
● Manage and oversee the offices of admission and financial aid, managing the school’s annual financial aid budget, and executing the deployment of the school’s financial aid resources while adhering to all regulations of the board's financial aid policies in conjunction with the head of school and chief financial officer
● Compile and disseminate data for institutional benchmarking purposes; make data-informed decisions; report on longitudinal enrollment and financial aid trends. Must be adept at designing data-driven recruitment strategies while maintaining and analyzing admission related data including inquiries, tours, applications, yield and retention rates
● Advise the head of school and the board on market trends to maintain the school’s relevance in a broader educational context and inform appropriate short - and long-term enrollment for each division
● Work closely in collaboration with other team members to achieve enrollment goals; developing and enhancing valuable partnerships with external constituents
● Lead all admission functions including conducting campus tours, coordinating the enrollment process with prospective families and thinking strategically about the School's recruitment efforts
● Spearhead all admission related events, both onsite and offsite as part of overall recruitment efforts
● Articulate The Village School's unique mission and opportunities through public speaking appearances
● Represent the School at various regional, state and national associations, when appropriate.
● Perform other duties assigned by the Head of School in order to achieve and accomplish the School’s mission and objectives.

QUALIFICATIONS:
● Bachelor’s degree from four-year college or university required. Master’s degree preferred.
● Three to five years of related experience in the essential functions of the role as listed above. Independent school admission or marketing experience preferred.
● Excellent administrative, oral and written communication and interpersonal skills.
● Demonstrated strategic long-range planning skills.
● Knowledge of revenue-based enrollment management.
Be a self-starter and possess the ability to perform each essential duty exceptionally.
Ability to demonstrate initiative, leadership, collaboration, and independent thinking.
Must possess strong people management skills and emotional intelligence when dealing with colleagues and families while demonstrating an understanding of an investment in the School.
Must be available to work occasional nights and weekends.

About The Village School
The Village School of Naples (http://www.villageschoolnaples.org) is a private preschool through 12th-grade college preparatory school located in Naples, Florida. As the first independent STEAM school in Collier County, TVS is dedicated to the pursuit of excellence in academics, technology, athletics, and the arts. TVS is devoted to the development of the whole child. Christian values guide a diverse TVS student body and prepare them with confidence and wisdom for what lies ahead. TVS added an Upper School in 2016 and will have its first graduating class in 2020. The Village School of Naples is accredited by the Florida Council of Independent Schools and the National Association of Independent Schools

Application Instructions:
Submit your application, resume, and cover letter online by visiting our Job Openings page directly or visiting our website at: https://www.villageschoolnaples.org/about/career-opportunities