

Position: Director of Admissions

Position Type: Full Time

Posted Date: September 17, 2020

Closing Date: October 2, 2020

West Island College (WIC) is a leading co-educational and bilingual day school with exceptional teachers, staff, and a close-knit community of enthusiastic learners. We are seeking a dynamic, innovative, progressive Director of Admissions with an ability to inspire and empower our students to be passionate and creative problem solvers, ready to contribute to a better world.

At WIC, we embrace big thinking, global perspectives and risk taking. Our innovative and creative programs are rigorous and designed to give our students unparalleled real-world learning opportunities, while preparing them to be future leaders and change makers.

WIC's academic offerings include an Advancement Placement Programs, an International Studies Program, French Immersion Program, Outdoor Education, and Business, Engineering, Health Sciences, Liberal & Fine Arts Institutes. Outstanding athletics, small class sizes, and an extensive co-curricular program for 560 students in Grades 7 to 12.

Position Overview:

The Director of Admissions leads, manages, and oversees all aspects of the enrolment process and the Admissions team. This individual reports to the Head of School. The individual selected will closely collaborate with the Head of School, Deputy Head of School, Division Heads, the Head of Finance and Facilities and the Director of Marketing and Communications. The position is best suited for someone looking to roll up their sleeves, have big ideas, and build a department focused on recruiting and retaining excellent students. At the heart of the position is a passion for relationships, data analysis, and collaboration.

Additionally, preferred candidates will be:

- Appreciative of the importance of community and diversity
- Committed to working in a professional learning community, which supports the whole child
- Uncommon in their enthusiasm for their areas of expertise
- Inspirational and tech savvy with a track record of results
- Possess superior communication and organizational skills
- Innovative, creative, and visionary in program planning and design
- Lifelong learners
- Experienced working collaboratively within and across departments
- Proven experience leading a team and spearheading initiatives

Qualifications:

- An undergraduate degree in business or related field
- A minimum of four years of experience working in admissions and enrollment management, preferably in an independent school environment
- Experience working in a CAIS school is an asset
- Fluently bilingual (French and English) is an asset

Key Duties and Responsibilities:

- **Admissions:** The coordinated effort that tracks and advances children from prospective to enrolled students and beyond. The admission function interacts strategically with the functions involved in managing financial aid, registration, orientations, curriculum, and student life.
 - Actively participate as a member of the school's Senior Leadership Team
 - Plan and execute a comprehensive multi-year enrollment and retention plan for the school
 - Coordinate the admissions calendar each year including tour dates, open house, application deadlines, and decision timelines
 - Lead admission tours throughout the season in collaboration with other members of staff
 - Manage parent volunteers to participate in the admissions process when appropriate
 - Manage WIC's electronic application system (School Admin), and track peer school and regional data where available
 - Manage the accuracy and integrity of student data within the school's student information system, PowerSchool, in collaboration with the Admissions Officers
 - With Admission team members, develop appropriate protocols and materials for the admissions process
 - Coordinate visit dates for all applicants and their families as well as interviews with families
 - Be available to answer questions to applicant families in a timely manner via phone and email
 - Work with the Admissions team, the Principals of Junior and Senior High School and the Student Success Centre Director to make admission decisions
- **Retention:** Management of WIC's ability to keep and re-enroll students from one year to the next: the backbone of every independent school's reputation. The Director collects and analyzes data to help identify students and families who may be struggling or at risk of withdrawing from the school.
 - In collaboration with the Principals of Junior and Senior High School and the Student Success Centre Director, improve the effectiveness and success in recruiting, welcoming, and retaining students from diverse backgrounds
 - Assist Grade 7 parents with the application and transition to WIC

- Coordinate and host informational sessions
 - Maintain collegial relationships with peer schools
 - Maintain good relationships with alumni students and parents to aid in alumni relations work
- **Research:** The collection and analysis of data on the internal and external factors affecting WIC's enrollment, student success (including retention and outplacement), and WIC's image and brand in the independent school market.
 - Track declines, attrition, students applying out, and non-renewals
 - Network with leaders at other independent schools and off-campus resource organizations
 - Pursue professional development opportunities; attend conferences and professional meetings in order to remain current with enrollment issues and trends that may affect the school.
- **Marketing:** Work closely with the Director of Marketing and Communications to support the process that matches WIC's strengths and distinguishing characteristics to the identified needs, interests, and abilities of prospective families and then promotes accordingly—including clarifying institutional image, establishing enrollment targets to meet the school's strategic goals, and understanding the school's niche in the market.
 - Represent the school at appropriate meetings and events including admission fairs
 - Help place digital or print ads as needed
 - Collaborate on the production of printed and digital materials to aid in the admission process

West Island College offers a dynamic working environment, leading edge professional development and growth opportunities as well as a competitive and comprehensive compensation package.

Cover letters and resumes should be sent electronically to Carla Mutch, Director of Human Resources at, careers@mywic.ca

As a condition of employment, the successful candidate must provide a current Police Information Check including a Vulnerable Sector Check. We thank all candidates for applying. Only those selected for an interview will be contacted.

Be Bold. Be Brave. Be Ready.