



**Position: Director of Admission**

Reports to: Director of Advancement and External Affairs and Head of School

Full-time | 12-Month Position | Exempt

*St. George's Episcopal School is a coeducational, independent school serving approximately 395 students from nursery through eighth grade and employing approximately 100 faculty and staff. Here, each child grows academically, creatively, emotionally and spiritually while developing a sense of self-worth and moral responsibility. This is a family-like atmosphere of care and concern with a highly trained and dedicated faculty. Educational excellence at St. George's begins with the simple premise that each child is unique—that is, each child's strengths are worth cultivating and celebrating, and each child's challenges are worth identifying and embracing, for only then will grit and perseverance accompany growth and development. This is why our graduates develop into lifelong learners and consequently find acceptance and success in the finest high schools in New Orleans. This is also why our parents, grandparents, alumni, friends and students have an enduring love for the school.*

**Position Summary**

St. George's Episcopal school seeks an experienced admission professional to serve as our next Director of Admission. The ideal candidate will be a strategic thinker who is compassionate, enthusiastic and detail-oriented with a successful track record of leading a data-driven enrollment management program. Reporting to the Head of School and serving on the school's Administrative Team, the Director of Admission is responsible for leading the school's enrollment program with a focus on identifying, recruiting, enrolling and retaining those students who will be best served by the mission and vision of St. George's. True to the collaborative nature of our school, this position will partner with school leaders, faculty, staff and trustees to create a shared ownership of our enrollment strategies, programs and goals.

**Essential Duties and Responsibilities:**

- Support the mission of St. George's and be knowledgeable about all aspects of school life in order to effectively communicate our school mission and values with prospective and current parents as well as the community at large.
- Contribute to the standards of the school by recruiting, enrolling and retaining students who will benefit from and enrich the school's unique culture and programmatic offerings, including the school's commitment to a diverse, equitable, and inclusive school community.
- Formulate forward-thinking, strategic recruitment, admission and enrollment policies while also managing day-to-day admission functions.
- Foster and maintain high ethical standards, integrity and respect for colleagues, alumni, parents and students throughout the admissions process, following the NAIS Principles of Good Practice for Admissions.

- Serve as the liaison to the Board of Trustees regarding admissions, enrollment, retention as well as St. George's innovative personalized rates of tuition program.
- Serve as a member of the school's Administrative Team, Advancement Team, Tuition Review Committee and Marketing and Communications Committee while chairing the Admission Committee.

### Admission Management

- Develop and implement a comprehensive recruitment and enrollment strategy to meet enrollment goals.
- Work closely and collaborate with the Division Directors, Advancement Team, Admissions Committee and faculty.
- Manage new student enrollment and lead reenrollment of current students in close connection with the Division Directors, Business Office and the Head of School.
- Partner with the Admissions Coordinator to continually maintain and update key statistics and data points regarding enrollment, geographical distribution of students, personalized rates of tuition and attrition; interpret these statistics, when appropriate, to the administration, faculty and Board of Trustees.
- Chair the Admission Committee and meet regularly with the Administrative Team regarding enrollment and retention activity.
- Administer the Your Family, Your Tuition program in partnership with the Chief Financial Officer and effectively support families through the application process.
- Develop partnerships with key organizations and educational partners that can help generate student and family leads for future enrollment at St. George's.
- Maintain a working knowledge of curriculum, developmental stages and culture within each division to ensure information is accurately shared with prospective families.
- Direct the entire application review process, and assign reading and committee assignments.
- Develop an intentional and measurable recruitment program designed to educate and engage prospective families across all grade levels, and engage newly enrolled and current families through special programming (e.g. yield event, Magazine Street Champagne Stroll, etc.)
- Manage the admissions budget and partner with the school's CFO to manage the tuition assistance budget.

### Marketing

- Collaborate with the Director of Marketing and Communications to develop the school's multichannel marketing and admission communications strategy and design and purchase marketing materials for admission and retention purposes.
- Monitor and analyze the efficacy of the school's marketing and admission communication plan and develop strategies and tactics based on data.
- Serve as a member of the Marketing and Communications Committee of the Board of Trustees

### **Qualification Requirements:**

- Bachelor's Degree
- Five or more years of admissions (or closely related field) experience in independent schools
- An understanding of child development and a love for children.
- Backend experience and proficiency with a CRM or SIS preferred.

- Proficiency in Google Workspace applications including but not limited to Gmail, Calendar, and Drive (Docs, Sheets, and Slides)
- Willingness to work extended hours, including early mornings, evenings and/or weekends for admission-related events, tours, etc.
- Exceptional interpersonal skills and the ability to work well in a team; ability to work collaboratively with parents, faculty members and Division Directors.
- Support and advance the school's commitment to "JEDI" work, to sustaining an environment and culture where the dignity and worth of all community members are lifted, where all feel a sense of belonging, and where the principles of justice, equity, diversity and inclusion are prioritized.
- Strong organizational and time management skills.
- Exceptional communication skills, including outstanding written, verbal, public speaking and presentation skills.
- Strong leadership and management of the Admissions Office.
- Commitment to the mission of St. George's Episcopal School.
- A sense of integrity, ethics and ability to carry out responsibilities in accordance with the school's policies and procedures.

**St. George's Episcopal School as an Equal Opportunity Employer**

St. George's aims to employ a collaborative, creative, joyful and diverse faculty and staff. We hire without consideration to race, religion, creed, color, national origin, age, gender, sexual orientation, marital status, veteran status, disability or any other category protected by applicable law. We are committed to an inclusive school culture and to recruiting and hiring faculty of diverse backgrounds and experience.

Interested candidates should send a cover letter detailing their educational philosophy and resumé to Jé Gales, Director of Human Resources, at [je.gales@stgnola.org](mailto:je.gales@stgnola.org).