

Director of Enrollment Management

Purpose of Role: Applies operational leadership, creative thinking, and depth of knowledge to design, execute, and innovate an annual admissions and recruitment plan for new students in support of the Academy of the Holy Names' strategic and operational goals. Leads the admissions team to deliver exemplary customer service and experiences, while also systematically and analytically identifying, recruiting, enrolling, and re-enrolling students. Directly leads the admissions process from inquiry through enrollment for the lower, middle, and high school divisions and partners with division principals and staff to co-plan related events and processes. Collaborates with the President, Director of Marketing & Communications, and the Director of Advancement to coordinate an innovative approach to marketing and school advancement. Embraces and promotes AHN's Catholic mission and the core values of the Sisters of the Holy Names in all facets of the admissions process. The Director of Enrollment Management reports directly to the President.

Key Responsibilities:

1. Formulate and execute strategic enrollment policies, practices, and planning that will attract and engage mission-appropriate families whose students will benefit from AHN's culture and program.
2. Possesses the ability to provide warm, positive, and personalized engagement with families seeking an excellent and authentic Catholic education.
3. Leads and helps execute all facets of the admissions process, including, but not limited to individual and group tours, parent and student interviews, shadow day visits, admissions tests and screenings, daily correspondence, and on and off-campus recruitment events.
4. Work to achieve the annual enrollment goals and objectives set in partnership with the Board of Trustees, President, and Chief Financial Officer.
5. Utilize data and analytics to identify trends that impact enrollment outcomes and provide meaningful reporting to the President and Board of Trustees to inform decision-making.
6. Stays current on best practices in enrollment management and independent school admissions practices, using these to guide and inform innovation and decision-making.
7. Work collaboratively with the Marketing and Communications Office to develop marketing materials and collateral, and to implement a strategic communications plan aimed at reaching distinct target audiences.
8. Maintains, strengthens, and builds positive and productive working relationships with feeder schools, peer schools, and other key external stakeholders to increase visibility, lead generation, and referrals.
9. Maintains, strengthens, and builds positive and productive working relationships with internal stakeholders and effectively galvanizes faculty and staff to participate in admissions events.
10. Works collaboratively with the financial aid committee.
11. Organize, lead, and develop the Student Ambassadors program.
12. Lead, manage, and develop admission department staff members.
13. Attend Board of Trustees meetings as requested.
14. As an ambassador for the Academy of the Holy Names, positively represents the school in the local community.

Required Qualifications:

1. Bachelor's degree
2. Be knowledgeable about the Catholic faith, a champion for Catholic education, and eager to learn, embody, and promote the charism of the Sisters of the Holy Names of Jesus and Mary.
3. Strong written and oral communication skills.
4. Minimum five years of experience in management, marketing, sales, or a related field. Candidates may have attained this experience through various career paths, including primary, secondary, or higher education; non-profits; or comparable work in the corporate or public sector.
5. Proficiency with CRM databases and with Microsoft Office, and Office Suite, particularly Excel.

Preferred Qualifications:

1. A practicing Catholic
2. Master's degree
3. Experience with independent school admissions in a Pre-K through 12 setting
4. Experience with enrollment management software, digital marketing, and/or social media platforms

To apply:

Please submit the following documents as separate PDF documents:

1. Letter of interest/cover letter that aligns the candidates' experiences and skill sets with the key responsibilities of the role and the mission of the Academy.
2. Current resume with all appropriate dates included.
3. List of three references with names, phone numbers, and email addresses. References will not be contacted without your knowledge and approval.

The school is seeking to fill the position on or before July 1, 2024. The official start date is July 1, 2024. Should the candidate be available sooner, an earlier start date may be negotiated. Salary and benefits are competitive and commensurate with experience.