



Position Title:	Director of Middle and Upper School Admissions/ Director of Strategic Enrollment Initiatives
Position Status:	Full-time
FLSA Classification:	Exempt
Reports To:	Director of Admissions and Enrollment Management

Position Purpose

The Director of Middle and Upper School Admissions/ Director of Strategic Enrollment Initiatives fulfills a key role within SCH's Admissions Department. This position combines responsibilities in admissions operations, data analysis, and strategic planning to drive enrollment growth and financial sustainability. The ideal candidate will possess a keen understanding of the admissions process and a strategic mindset to drive enrollment initiatives that align with the school's mission and goals. The candidate will actively engage in admissions pipeline management, oversee the enrollment process for a set of applicants, manage enrollment data analytics, and lead metrics-based branding and marketing initiatives.

Essential Functions

Admissions:

- Leads a subset of the Middle and Upper School admissions process from recruitment to enrollment, ensuring a seamless and positive experience for prospective students and their families.
- Develops and executes comprehensive recruitment strategies to attract students from targeted feeder schools and other sources.
- Manages the application process, including reviewing applications, coordinating testing, conducting student and parent interviews, and making admissions decisions.
- Cultivates relationships with key stakeholders, including educational consultants and community organizations, to enhance the school's visibility and reputation.
- A vital member of the financial aid committee, this person will help evaluate and manage the financial aid budget and make strategic financial aid decisions.

Strategic Enrollment Initiatives:

- Conducts enrollment analysis, marketplace analysis, and enrollment data trends to identify areas for growth and improvement.
- Utilizes data-driven insights to develop and implement strategic initiatives to increase enrollment and diversity.
- Collaborates with the finance team to forecast enrollment and tuition revenue and develop financial models to support decision-making.
- Stays informed about industry trends, best practices, and competitor activities to inform enrollment strategies.
- Tracks marketplace trends and demographic shifts to anticipate future challenges and opportunities in the admissions landscape.
- Serves as the point person for metrics-based branding and marketing initiatives, ensuring alignment with admissions goals and objectives.
- Collects and analyzes data on internal and external factors affecting enrollment, student success, and the school's image to inform strategic decision-making.
- Develops a comprehensive process for collecting and analyzing admissions data to track trends and identify areas for improvement.
- Uses technology to gather and understand data and identify automation opportunities to streamline operations.
- Conducts institutional research and oversees admission and marketing assessments to inform strategy and planning.
- Tracks attrition and retention metrics to improve student retention rates and enhance student experience.
- Develops reports and benchmarks to assess performance and inform strategic decision-making.

Qualifications

- Bachelor's Degree from an accredited college or university. Master's degree preferred.
- 5-10 years of experience in an educational work environment.

- Previous experience as an assistant director of admission and financial aid management required within a Pre-K to 12 school environment required.
- Strong organizational, data management, and data presentation skills.
- Experience with data analytics and forecasting.
- Outstanding interpersonal, written, and verbal communication skills, including communicating effectively with all constituents in a school community, including students, colleagues, parents, volunteers, trustees, and the public.
- Advanced skills with computer technology and software, including Google Suite and Excel.
- Adaptability, honesty, self-reliance, teamwork, dependability, flexibility, willingness to listen and learn, work ethic, determination, persistence, problem-solving, and loyalty are all essential attributes.
- Must be able to manage a fast-paced, dynamic work environment with a great sense of humor.
- Demonstrated sensitivity, knowledge, and understanding of the diverse backgrounds of community members with a continuous focus on healthy relationship building.
- Demonstrated deep understanding of cultural competency skills and enthusiasm for issues of diversity, inclusivity, and multiculturalism.

Physical Requirements and Work Environment

- Be able to lift up to 30 lbs occasionally.
- Able to move around school environments.
- Regularly use close and distance vision.

Application Procedure

To be considered, candidates must upload a cover letter, resume, statement of teaching philosophy, and information for three references through our online platform. Please follow [this link](#).

Springside Chestnut Hill Academy is an Equal Opportunity Employer.