



Director of Admissions

Department Departamento	Admissions
Immediate Superior Superior Imediato	Chief Advancement Officer

Primary Purpose of the Position	<p>The Director of Admissions serves as the strategic and operational leader of Graded’s admissions department. The Director is responsible for overseeing the department to ensure the school’s mission, values, and culture are warmly and effectively communicated to prospective families. The Director oversees all aspects of recruitment, admissions, enrollment, and retention, ensuring that Graded attracts and enrolls a diverse, mission-appropriate student body.</p>
--	--

Main Duties and Responsibilities	<p>Strategic Leadership</p> <ul style="list-style-type: none"> • Develop and implement a comprehensive admissions and enrollment strategy aligned with Graded’s mission, vision, and long-term goals. • Regularly review admissions policies and procedures to ensure equity, transparency, and effectiveness. • Collaborate with senior leadership to set enrollment targets and manage class size. • Monitor demographic trends, market drivers, and competitor data to adapt strategies and maintain Graded’s competitive edge. • Build and maintain relationships with embassies, corporations, relocation agencies, feeder schools, and community partners.
---	--

Admissions and Enrollment

- Direct the end-to-end admissions process, from initial inquiry and outreach through to committee decisions, enrollment, and long-term retention.
- Integrate data analytics to inform enrollment strategies and market positioning, with a particular focus on attracting and enrolling international candidates.
- Lead and coordinate open houses, tours, and orientation events to authentically engage prospective families and welcome them into the school community.
- Oversee a transparent and timely communication strategy throughout the admissions journey, ensuring a supportive experience by providing clarity on status and requirements.
- Coordinate admissions assessments, WIDA screening, and interviews in close partnership with academic leaders to ensure mission-appropriate student placement.
- Partner with the Registrar and Business Office to manage the enrollment and annual re-enrollment processes, ensuring efficiency for both new and current families.

Community Engagement

- Serve as one of the key ambassadors of Graded, articulating the school's value and unique offerings to prospective families and the wider public.
- Work closely with the Office of Institutional Advancement and Communications to ensure consistent brand messaging in all admissions materials and events.
- Engage faculty, staff, parents, alumni, and volunteers in supporting recruitment and retention efforts.

	<ul style="list-style-type: none"> • Maintain strong relationships with current families and develop initiatives that strengthen community ties. <p>Management and Operations</p> <ul style="list-style-type: none"> • Lead, mentor, and evaluate the Admissions team, fostering a culture of excellence, collaboration, and continuous improvement. • Build and manage the department's annual budget and ensure effective use of resources. • Collect, analyze, and report admissions and enrollment data to inform strategic decisions and provide updates to school leadership and the Board. • Serve as a member of school-wide committees and attend leadership meetings as required.
--	---

Certifications and Education	Required / Necessários
	<ul style="list-style-type: none"> • Bachelors degree in Business/<i>Administração</i>, Marketing, Communications/<i>Comunicação Social</i>, Public Relations/<i>Relações Públicas</i> or related field.
	Desired / Desejáveis
	<ul style="list-style-type: none"> • Masters degree (MBA or <i>pós-graduação</i>) in Educational Leadership, Business Administration, or a related discipline. • Professional training or certification in enrollment management or admissions leadership.

Experience	Required / Necessários
	<ul style="list-style-type: none"> • 3–5 years of admissions or enrollment management experience in bilingual/international educational institutions.
	Desired / Desejáveis
<ul style="list-style-type: none"> • Experience with data-driven enrollment management and use of admissions platforms (e.g., PowerSchool, Blackbaud, etc). 	

Knowledge, Skills and Abilities	Required / Necessários
	<ul style="list-style-type: none"> • Native or near-native English and Portuguese fluency. • Strong communication skills, including written, presentation, and public speaking. • Proficiency in technology, particularly Google Suite. • Ability to manage complex projects and competing priorities with great attention to detail.
	Desired / Desejáveis
	<ul style="list-style-type: none"> • Knowledge of admissions and enrollment software systems (PowerSchool preferred). • Familiarity with international education markets and trends.

Personal Attributes	Required / Necessários
	<ul style="list-style-type: none"> • Highly organized and strategic thinker with a customer-focused mindset. • Positive, enthusiastic, and approachable relationship-builder. • Sensitivity, compassion, and cultural awareness in working with families from diverse backgrounds. • Professionalism, integrity, and discretion in handling confidential information. • Collaborative leadership style with proven ability to manage and motivate teams.
	Desired / Desejáveis
	<ul style="list-style-type: none"> • Creativity and innovation in admissions programming and event design. • Commitment to continuous improvement and professional growth.

Applicants must be legally authorized to work in Brazil. No visa support will be provided.

Interested candidates for this position should apply using [LinkedIn](#), by navigating to the Jobs section and searching for the listed position.