Villa Maria Assistant Director, Admissions Operations & Recruitment

The Assistant Director, Admissions Operations & Recruitment manages all aspects of application processing within the Admissions Office. In addition to assisting the Admissions Office to promote the school’s mission, build/maintain relationships with prospective families, and recruit qualified candidates, this key position supports the overall success of Villa Maria Academy’s enrollment by managing the workflow and procedures of the admissions process, including processing applications and all supporting documentation. This position provides both support to prospective students and to members of the Admissions Office throughout the enrollment process.

The Assistant Director, Admissions Operations & Recruitment has a major impact on Villa Maria’s mission and branding to all stakeholders including prospective families, current students and parents, and the community at large.

Roles and Responsibilities

1. Serve as spokesperson for the school, representing Villa Maria’s mission and brand, to prospective and current families at recruiting events and informational nights.
2. Serve as the administrator for the SchoolAdmin data management system. This includes correcting database errors and troubleshooting parent issues, as well as creating reports to analyze data to evaluate Admissions recruiting efforts.
3. Create mass emails for admissions-related events and admission-related communications, including the creation and administration of annual Admissions surveys.
4. Assist in preparation for admissions events, including creating and maintaining registration forms, running reports, printing name tags, check-in sheets, etc.
5. Serve as the main point of contact for all virtual events, including setting up and running events via Zoom.
6. Oversee the printing, mailing, and logging of mailed correspondence, including the preparation of admission decision and scholarship letters.
7. Collaborate with the Director of Student Experience Marketing to maintain inventory of giveaways and order printed materials for the Admissions Office.
8. Work with the Director of Communications to edit Admissions webpages on the school website.
9. Regularly respond to email requests and/or forward to the appropriate contact in a timely manner and with excellent customer service.
10. Serve as an active member of the Marketing and Communications Team.
11. Serve as the main point of contact for the Retention Committee, including sending out meeting agendas and post-event recaps.
12. Serve as the lead for the Parent Ambassador program.
13. Other duties as assigned.
Qualifications

- Bachelor’s Degree in communications, business, marketing, or related degree, required.
- Demonstrated excellence in customer service in dealing with internal (students, faculty, and staff) and external constituencies required.
- Strong computer proficiency using MS Word, PowerPoint, Excel, Google Drive, and mail merge required. Previous database experience a plus.
- Ability to host online meetings and events.
- Capacity to organize, maintain, and analyze data.
- Excellent interpersonal, verbal, and written communication skills.
- Ability to proofread and edit reports, marketing pieces, letters, and other documents with minimal supervision required.
- Detail-oriented, with strong time-management and organizational skills.
- Ability to meet deadlines, handle multiple tasks, and balance multiple priorities required.
- Be proactive, self-motivated, and show strong initiative.
- Ability and desire to work collaboratively as a team player and be able to take direction.
- Discretion in handling confidential information and maintaining confidentiality within the Admissions Office.
- Some evening and weekend hours are required.
- Professional attire and demeanor required.

All applicants should submit resume, cover letter, and completed employment application to:

Mrs. Jennifer Gentleman Rose
Director of Enrollment Management
Villa Maria Academy High School
370 Central Avenue
Malvern, PA 19355
(610)644-2866 Fax
jrose@vmahs.org