Position Overview
The Director of Admissions provides leadership, planning, and management for Academy of Our Lady of Peace (OLP) and is responsible for designing, implementing, and maintaining a comprehensive enrollment management program built upon quantitative analysis, strategic decision-making, and an ethos of continuous improvement, while fostering a culture that emphasizes strong personal relationships, a high-touch, customer-service approach, communication and transparency, entrepreneurship, flexibility, and collaboration. All responsibilities are to be in line with the mission of the school and CSJ charism. The Director of Admissions reports directly to the Head of School and works collaboratively with all senior staff and administrators. This is a full-time, twelve-month exempt position.

Student Recruitment Duties and Responsibilities:
- Coordinate and facilitate on-campus and off-campus recruiting events, including coordinating tours of the campus to potential students and parents (both individual and group).
- In collaboration with the Head of School, develops and implements a strategy for admission, including forecasting in relation to long-term objectives, and develops and orchestrates an annual action plan to meet short and long-term admission and retention goals.
- Oversee and coordinate the enrollment process which includes merit scholarships, course enrollment and enrollment process and forms.
- Serve as the point of contact for new students and parents who have questions about the school or the enrollment process.
- Coordinate all re-enrollment activity with constant monitoring of attrition and retention.
- Prepare and maintain statistics regarding enrollment, geographical distribution of students, and attrition. Interprets these statistics, when appropriate to the administration, faculty, and Board of Directors.
- Monitor and evaluate the effectiveness of the enrollment process.
- In collaboration with the Marketing and Communications department and the Advancement Team, conceptualizes and implements traditional and inbound marketing, communication, and recruitment strategies. Evaluates and redesigns where appropriate, all aspects of the admissions and marketing program and collateral with the goal of maintaining a capacity enrollment. Oversees the content on the Admissions portion of the website.
- Establish recruitment strategies to draw and keep mission-appropriate families.
- Respond to all new student inquiries with the goal of cultivating relationships of all mission-appropriate families.
- Create and maintain student and parent presentations throughout the year including research based presentations around benefits of attending an all girls’ school.
- In conjunction with faculty and staff, develop and evaluate the screening process for both mission appropriateness and academic readiness, including scheduling and administering admission testing, scheduling interviews for prospective students and their families, and placement tests.
- Coordinate and run the admissions committee to evaluate applicants for admission.
- Keep appropriate records and statistics throughout the enrollment process.
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● Coordinate and run the annual scholarship committee to evaluate applicants. In partnership with the counseling and Finance office, coordinate the announcement of awardees.
● Serves on the Financial Aid Committee: reviews and recommends students for aid.
● In conjunction with administration, faculty and counseling, develop tools and programs to assist in new student assimilation.
● Develop and maintain a strategic one to three-year recruitment plan to target, nurture, enroll and maintain mission appropriate students.
● Maintains a professional environment in which confidentiality and integrity are essential ingredients, and evaluates, recommends and implements strategic goals regarding the comprehensive Admission and Enrollment Management Programs and related staffing.
● Utilizes data and research to keep OLP at the forefront of admissions trends; attends local and national conferences and/or appropriate webinars to keep up with current research.
● Coordinates annual data collection and submittals for school data with sites such as DASL and others as appropriate
● Prepares the End of Year surveys for new and current students. Conducts exit interviews with students choosing to unenroll from OLP to track enrollment trends and forecast patterns.
● Other duties as assigned.

Community Outreach Duties and Responsibilities
● Maintains strong relationships with sending schools, cultivates new relationships and builds a 5-year pipeline of prospective students.
● Coordinates, leads and oversees the Carondelet Circle Student Ambassadors. Is responsible for planning the student recruitment, interview, selection, training, and management throughout the year.
● Coordinates annual schoolwide recruitment and outreach events with OLP students and faculty moderators such as BeYOUtiful and the Hackathon, to attract incoming students.

Leadership Requirements:
● Direct, oversee and engage team members, or staff as needed, to ensure successful completion of event management, and project completion.
● Maintain an annual operating budget for the Recruitment and Outreach office in partnership with the Director of Finance.
● Provides regular updates to the Head of School and Board of Trustees on key admissions metrics. Prepares end-of-year report summarizing admission process and capturing important admission statistics; administers end-of-season surveys to students who enroll and those who decline to enroll.
● Serves as the PDSO for SEVIS to facilitate F-1 visas for International Students. Updates records, registration and school recertification as needed.
● Represents the school at on and off campus events and consortium groups and serves as the public voice on matters relating to the admission process.

Qualifications:
● Minimum of Bachelor’s degree; Master’s degree preferable.
● Minimum of 3 years experience in school admissions or comparable work.
● Experience working in marketing and public relations.
● Strong grasp of Catholic education and ability to effectively articulate the values, mission, philosophy and strategic goals of OLP.
● Ability to develop long range plans and manage the daily details of implementation.
● Possesses high integrity and strong work ethic.
● Must enjoy working with the public and be effective in verbal and written communications with diverse audiences.
● Excellent interpersonal skills and ability to work with all the school's constituents while maintaining absolute confidentiality and professionalism in appearance, attitude, and presentation.
● Strategic thinker with a “can-do” style.
● Highly self-directed with an attention to detail and ability to organize effectively, and able to manage multiple projects effectively.
● Skill in establishing and maintaining effective working relationships with students, staff, faculty, and the public.
● Ability to work effectively with an ethnic, culturally, and socially diverse student population.
● Advanced computer skills, including all Microsoft Office applications, Student Information Systems, Database analysis,
● Requires some work on weekends as well as travel. Must have a valid driver’s license.

Physical Demands and Work Environment:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made.
● Work environment includes an indoor office environment as well as hot humid outdoor environment during events.
● Regular lifting of up to 15 lbs and occasional lifting up to 40 lbs during events.

How to Apply:
Candidates for this position should submit a cover letter, resume, and contact information for three references. Please apply online at Edjoin.org

This position reports to the Head of School