



**DIRECTOR OF ADMISSIONS
ST. STEPHEN'S EPISCOPAL SCHOOL – HOUSTON**

Summary

The Director of Admissions is a member of the School's Administration Team and is primarily responsible for the strategic leadership and development of an effective team to increase and retain students on behalf of the School. The Director will be responsible, in coordination with the Head of School and Principal, for developing and implementing all admissions goals and strategies. The Director will develop a marketing campaign that relays the School's mission to prospective students and families. The Director of Communications will work closely with the Director of Admissions on all marketing strategies. Reporting to the Head of School, the Director will be responsible for establishing quotas for the admissions department. The Director oversees all aspects of student recruitment for St. Stephen's and establishes admissions policies and ensures each class is filled with the appropriate number of qualified students.

Success Factors

1. Number of Applicants

One criterion for determining the success of the Director of Admissions is the number of applicants the School receives each year. If the applications exceed the number of student openings at the School, the Director's marketing approach is working. The Director will have the responsibility to sell and market the School to prospective students.

2. Quality of Students

The quality of the students seeking admissions will also be used to gauge the success of the Director of Admissions. If the School is receiving applications from students that exceed the minimum admissions requirements for us, the Director is recruiting from a pool of highly qualified individuals. Quality students will raise the percentage of those that graduate from our School and go onto high schools.

3. Admission Standards

In partnership with the faculty and Principal, the Director of Admissions will develop admission standards for all grade levels. These standards will reflect the quality of students we are academically seeking and will be transparent to our parent community.

4. Budgeting

The Admissions Director stays within budget and still meets the admissions goals of the department. A detailed budget plan needs to be submitted to the Head of School for his review and approval.

Job Duties

- Set enrollment goals in conjunction with Board of Trustees, Head of School and Administrators.
- Develop and implement strategies to meet the goals.
- Manage all areas of enrollment.
- Coordinate outreach and marketing activities in conjunction with the Head of School and Directors of Communications and Development.



Tasks

Introduction of Prospective Parents

- Remain contact person for parents throughout the inquiry and admissions journey.
- Give initial introduction to St. Stephen's in partnership with the Principal to prospective parents through open houses, individual tours and special events (e.g. Back to School Preview, etc.).

Admissions Work with New Families

- Notify parent of receipt of application.
- Review and screen applications, gathering needed information from parent, counselors, specialists, etc.
- Conduct preliminary interview to screen applicants for appropriate match to St. Stephen's education and ability to integrate into the School's curriculum.
- Review applications with the Principal and faculty for selection decision.
- Set up School visit with the faculty, greet family at the interview.
- Stay aware of process throughout the journey by updating entries in software (Rediker) and files.
- Review and reflect outcomes with the Principal and faculty.
- Send notification of acceptance status and coordinate contract with the Director of Finance and Operations.
- Set up waiting list interviews and maintain contact with families on the list.
- Develop new procedures as needed in conjunction with the Head of School.
- Co-host the annual New Family Dinner with the Community Liaison.
- Help develop and coordinate all aspects of our Admissions Office including the training of students to serve as School ambassadors.
- Keep the Head of School, and the Board of Trustees informed on operations, admission goals, marketing initiatives, etc...
- Develop a complete Admissions program of research into and an action plan for retention students.

Re-enrollment

- Notify current families of deadlines and follow through with the process.
- Partner with the Directors of Finance and Operations and Information Technology on the re-enrollment packets and mailing.
- With the Principal and Director of Finance and Operations determine space availability and budget for each class.
- Coordinate with the Finance Committee, and Financial Aid Committee regarding deadlines and aid awards.

Outreach and Marketing

- Work in conjunction with the Director of Communications to research venues, design and maintain ads, publicize student activities and special events.
- Identify enrollment needs, target specific group areas in which to solicit interest in the School.
- Arrange for teachers to participate in external events.
- Participate in greeting visitors to St. Stephen's.

Exit Interview



- Conduct exit interviews of families who are leaving St. Stephen's to attend another School and identify attrition patterns and communicated findings to the Head of School, Board and faculty.
- Oversee communication with former families.

Meetings and Committee Work

- Attend weekly Administrative Staff meetings.
- Attend weekly routine with the Head of School.
- Attend weekly Communications meeting with the Head and Directors of Communications and Development.
- Develop an enrollment committee to conduct exit interviews and assist with enrollment tasks, events, etc.
- Oversee the Student Ambassadors to assist with tours, etc.
- Work with the Board's Marketing and Admissions Committee.
- Attend other meetings that may be pertinent to enrollment.

Additional Tasks

- Maintain supplies of enrollment materials.
- Maintain information on prospective families.
- Contribute articles on enrollment and St. Stephen's education for the School newsletter.
- Maintain contact with class teachers and class parent leaders for information on families, etc.
- Maintain enrollment budget in conjunction with the Director of Finance and Operations.
- Support front office staff when needed.
- Support the collegial workings of the administrative team and the School as a whole.
- Stay current on issues in St. Stephen's education.
- Support St. Stephen's Episcopal Church and School and its leadership.
- Perform other duties as assigned by the Head of School.

Personal Qualifications

- Excellent organizational skills: able to set priorities and achieve them, able to keep cognizant of many processes going on simultaneously.
- Ability to take initiative and work independently.
- Excellent computer skills including databases and spreadsheets.
- Excellent communication skills: clear, articulate, professional in speaking and writing.
- Comfort in speaking to small and large groups.
- Ability to work well with others and volunteers.
- Friendly, warm, courteous, good listening skills.
- Enjoys meeting people, personable yet professional in demeanor, especially on the phone and in personal meetings. Ability to establish immediate rapport.
- Marketing and advertising skills.
- Ability to meet enrollment goals.

Required Educational Qualifications

- Bachelor's Degree; Master's Degree preferred.



Professional Qualifications

- Five years working as an admissions officer in enrollment management, two years of experience in education admissions, such as working in a registrar's or dean's office.

How to Apply:

- If you are interested in applying, please send a resume, a cover letter as well as three references to: Head of School, David B. Coe at dcoe@sesh.org

This above Job Description is not intended to be an all-encompassing list of responsibilities, skills, efforts, or working conditions associated with this position. It is intended to be a guideline reflecting the principle activities.