DIRECTOR OF ENROLLMENT MANAGEMENT
York School, Monterey, California
Full Time, Exempt

SNAPSHOT OF THE POSITION
WHAT ARE THE CORE SKILLS AND DUTIES?
Are you energized meeting prospective families and students? Do you thrive setting objectives and collaborating with your team and others to meet those goals? Do you enjoy analyzing data and are you motivated to use it to improve performance and inform strategy? Is it invigorating for you to share with audiences your passion for an innovative mission? Are you authentic, kind, engaging, and driven to results?

The Director of Enrollment Management (DEM) oversees many management and leadership responsibilities, including recruitment, retention, contributing to the school’s financial strategies, and describing the school’s programs and values to a variety of constituents. As a member of the senior leadership team who reports to the Head of School, the DEM sets concrete goals and delivers key results to enhance and stabilize the school’s enrollment and increase tuition revenue.

PRIMARY RESPONSIBILITIES
RECRUIT MISSION-APPROPRIATE STUDENTS AND FAMILIES
• Direct the admission process from point of inquiry through enrollment.
• Identify new markets in Monterey and surrounding areas.
• Maintain and increase the school’s diverse population. Work effectively with a variety of constituencies.
• With the Communications Team, create compelling marketing materials and collaborate on content for the school’s website and other electronic messaging tools.
• Maintain and update online enrollment-related materials.
• Interview candidates and their parents and communicate final decisions.
• Chair and facilitate admission committee interview process.
• Coordinate and implement several admission events involving prospective students and families, including feeder school presentations, New Families Potluck, All About York, and Inside York.
• Build strong relationships with outside institutions and groups (feeder schools, civic organizations, real estate agencies, etc.) that can be helpful in attracting quality students.
• Along with the Head of School, serve as the key spokesperson for the school’s mission and programs at various events.
• With the Admission Team, administer the network of parents, former parents, and alumni to assist in the admission program.
UNDERSTAND INDEPENDENT SCHOOL FINANCES, TUITION ASSISTANCE STRATEGIES, AND HOW TO GENERATE ADDITIONAL REVENUE:
• With the Head of School and Director of Finance and Operations, design strategies, especially the creative use of tuition assistance, to improve the school’s financial position.
• Manage with the Director of Finance and Operations and business office the tuition assistance process, including giving presentations to prospective families regarding the school’s tuition assistance philosophy and procedures.
• As a member of the Finance Committee, contribute to monthly meetings and prepare presentations, as requested.

RETAIL CURRENT STUDENTS AND FAMILIES:
• Direct the re-enrollment process.
• With the Leadership Team and faculty, design effective retention programs.
• Maintain accurate retention records.

GATHER AND UTILIZE DATA TO INCREASE ENROLLMENT:
• Prepare, maintain, and analyze data regarding recruitment, retention, and tuition assistance.
• Identify patterns within the data to improve decision-making and focus enrollment activities.
• Set up processes and the infrastructure to collect data from a variety of areas, including admission surveys, internal family satisfaction surveys, analytics from the website (SEO), and the database.
• Maintain enrollment dashboard, prepare periodic reports summarizing data, and present when requested to board of trustees and relevant committees.

DEMONSTRATE LEADERSHIP TO MODERNIZE ENROLLMENT EFFORTS:
• Create, in collaboration with the Admission Team and Head of School, an enrollment vision.
• Formulate measurable enrollment goals and initiatives identified in an annual departmental strategic plan.
• Stay abreast of recent trends in enrollment management in independent schools and universities.
• Coach, mentor, and oversee the admission team.
• Plan, organize, and carry out two admission department retreats per year.
• Periodically prepare enrollment presentations for the Board of Trustees and faculty/staff, including an end of year review.

A TYPICAL WEEK MIGHT LOOK LIKE THE FOLLOWING:
• Meet with 8 students and their families; write 8 reports and thank you notes.
• Give a tour to an interested mother of a prospective student.
• Debrief with the Admission Team about a full pay family who has a sibling at a rival school.
• Coordinate several student visits with faculty and current student hosts for the following week.
• Meet with the Academic Coach to discuss a candidate regarding learning accommodations.
• Discuss enrollment strategy with the Head of School.
• Troubleshoot an enrollment software issue with the Director of Technology and Innovation.
• Meet with Leadership Team to discuss the weekly tactical agenda.
• Convene a meeting to brainstorm outreach to students on the attrition list.
• Visit a feeder school to observe a 7th grade math class to better understand its curriculum.
• Email a prospective father to explain our study abroad program.
• Have a phone conversation with our exchange student liaison about a future Chinese student.
• Work with an Admission Team member to hone the campus tour.
• Finalize the agenda for next week’s admission event with faculty participants.
• Continue working on a board presentation via Google slides about enrollment strategy.
• Create a report that compares zip codes of enrolled students with the amount of aid offered.
• Meet with a current family about their possible tuition assistance package for next year.

QUALIFICATIONS AND EDUCATION REQUIREMENTS
• Administrative experience in an educational setting required with independent school experience in admission and enrollment management preferred.
• Bachelor’s degree required. Master’s degree preferred.
• Excellent written and verbal skills, experience working with diverse populations, and must possess strong organizational skills and demonstrate attention to detail.
• Computer skills a must with preferred experience with the Google application suite. Desire to learn current or new software a necessity.
• Understanding independent school finances essential; must be analytical, and be able to exercise comprehensive problem solving and decision making skills.
• The position frequently requires additional hours outside of a typical work week.
SCHOOL INFORMATION
Founded in 1959, located on scenic hillside terrain in California’s Monterey Bay area, York School is a college preparatory, coeducational, independent day school for grades 8-12. York is an intentionally small school with a rigorous academic program, exceptional faculty, and a distinctive campus culture. 76% of York’s faculty hold advanced degrees and the average class size is 15. www.york.org

APPLICATION MATERIALS
Interested and qualified applicants should submit a:
• cover letter;
• resume;
• personal statement that describes the applicant’s values, strengths, and most relevant experiences as they relate to the responsibilities and goals outlined above;
• list of three professional references.

Send all materials in PDF format via email to applicant@york.org. Please no phone inquiries. Applications will be accepted until the position is filled. Expected start date: July 1, 2020.

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT
York School provides equal opportunity to all employees and applicants for employment without regard to race, color, religion (including religious dress and religious grooming), gender, gender identity (defined as each person’s internal understanding of their gender), gender expression (a person’s genderrelated appearance or behavior, whether or not stereotypically associated with the person’s sex assigned at birth), sexual orientation, national and (or) ethnic origin, citizenship, ancestry, age, marital status, registered domestic partner status, military or veteran status, physical or mental disability, legally protected medical condition, sex (including pregnancy or perceived pregnancy, childbirth, breastfeeding, or related medical conditions) genetic information or characteristics, or any other characteristic protected by federal or state law or local ordinance.