

Suncoast Waldorf School

Admissions Director

Description

The Admissions Director is responsible for the School's enrollment process, including developing and implementing a recruitment strategy; guiding students and families through the admissions process; tracking and reviewing new student applications; recruiting newly admitted students to enroll; and working with colleagues to assure the retention of currently enrolled students. The Admissions Director is part of the Administrative Team and reports to the School Administrator.

Commitment

This is a part-time, year round, salaried position. The Admissions Director is expected to work 20 hours per week during the school year and 10 hours per week during the summer. This position sometimes requires weekend and evening hours.

Desired Skills

- Strong knowledge of Waldorf principles and curriculum preferred; study and training required for candidates having no prior knowledge of Waldorf education
- Warm, professional demeanor; excellent customer service and people skills
- Ability to work in a team environment in addition to working independently, using own initiative
- Strong organizational skills and ability to prioritize effectively
- Ability to multi-task in a fast-paced environment and ability to adhere to timelines
- Strong written and oral communications skills

Roles and Responsibilities

Lead Generation

- Work closely with Administrative team to develop recruitment strategies
- Manage recruitment strategy in cooperation with the Marketing and Outreach Director
- Serve as main contact person for parents throughout inquiry and admissions procedures.
- Give initial introduction to Waldorf education and Suncoast Waldorf School to prospective parents through open houses, individual tours, and special events.
- Be key organizer of open houses and in-house outreach events.
- Collaborate with colleagues, including Marketing and Outreach position, regarding the school's marketing plan.
- Serve as thought partner and creator of content for school's marketing message and marketing plan.

Admissions

- Oversee sales process: Field calls and emails and keep master tour schedule.

- Develop appropriate and relevant presentations based on school messaging and individual family's needs assessment.
- Facilitate the admissions process
 - Provide immediate notification to parents upon receipt of application
 - Schedule interview with the faculty
 - Follow up with family
 - Communicate student visits with all faculty members
- Maintain accurate data for current and applying families, and inquiry database
- Use TADS to track applications and acceptances.
- Gather feedback from families who do not enroll and ensure exit interviews with School Administrator

Enrollment

- Facilitate open communication with the faculty to review outcomes and set start date.
- Communicate with parents
 - Provide formal notification of acceptance status
 - Coordinate communication with School Administrator if Financial Aid is necessary
 - Schedule New Parent orientation with School Administrator
- Ensure timely submission of enrollment paperwork to Administrative Assistant.
- Maintain close contact during the onboarding process.

Retention and Inreach

- Work with School Administrator and Parent Council to create comprehensive Parent Education calendar annually.
- Create and implement a retention and inreach plan.
- Aid the School Administrator in the re-enrollment process.
 - Determine space availability in each class based on attrition and new enrollments.
 - Aid in communicating deadlines and re-enrollment process.
 - Coordinate follow up when deadlines are approaching.
- Contribute to school blog documenting current events at the school.

Administrative Tasks

- Provide regular reports to the Faculty, Administration, and Board of Trustees
- Staff the front office during shift hours and respond to all corresponding office needs
- Serve as backup as to all responsibilities of Marketing and Outreach position.
- Attend meetings of Board of Trustees as required.