

## **Director of Admissions: Duties and Responsibilities**

**The Director of Admissions is a team player who has a warm and collaborative nature, positive energy and a sense of humor. Director will have exceptional communication and interpersonal skills including outstanding writing and public speaking skills, and the ability to interact comfortably with adults and children. This person will have a genuine empathy for prospective families and an awareness of the needs and sensitivities of parents, students, faculty, staff and administrators, and be able to manage expectations and deliver admissions decisions in a manner that is honest, caring, and diplomatic.**

**The Director of Admissions must be self-motivated and capable of effectively organizing and prioritizing the following efforts.**

**Recruitment:** Effectively promote Mirowitz as a desirable educational option for Jewish families. Design and implement a comprehensive strategic plan for admission of new students to the school including:

- Develop and lead inclusive outreach efforts to draw mission-appropriate families to the school and ensure that Mirowitz enrolls students who both thrive as part of the school community and in turn contribute to the community as a whole.
- that will actively identify and attract new families for grades K-8.
- Oversee database of prospective families.
- Provide tours of the school that articulate our unique value proposition to prospective families.
- Coordination of recruitment open house events for K-5 and for Middle School.
- Place warm and cold calls to nurture interest in the school and encourage families to visit the school.
- Collaborate with leadership from congregations, pre-schools and other feeder groups that can be helpful in attracting quality students.
- Work with Director of Marketing on events attracting prospective families (i.e. MLK event, STEAM Studio, Sifriyat Pijama, Raising Good Humans)
- Recruit and manage an ambassador's committee to enhance word-of-mouth marketing.
- Work with the director of marketing on a communications plan with prospective families to move them from inquiry to enrollment.
- Establish other admissions strategies by evaluating data and trends revealed in our own family surveys and Jewish community studies.

**Admissions:** Direct the admissions process from point of inquiry through matriculation. Responsibilities include: systematic and efficient handling of applications and communication with families; arrangement of admissions testing and visiting days for lateral transfers; securing of necessary student credentials; guiding families through the financial aid process; communicating final decisions to the appropriate individuals; ensuring yield by fostering connections with and support of newly accepted students and their families.

**Financial Aid:** Manage and support the financial aid process, and participate in policy decisions, messaging and award-review meetings.

**Retention:** Create and implement a retention calendar that includes community-building events for families, carpool-line surprises, and communications that remind parents why they chose Mirowitz. Monitor parent satisfaction through surveys and conversations, and adjust plans accordingly. Manage retention tracker and retention committee, and develop individual retention plans for each family.

**Re-Enrollment:** Oversee the re-enrollment process including communication about continuous enrollment, tuition and opt-out dates.

**Reports:** Prepare and maintain statistics regarding enrollment, geographical distribution of students, financial aid and attrition. Interpret these statistics when appropriate to the administration, faculty and board.

**Budgeting:** Develop and administer admissions budget.

**Professional Development:** Seek opportunities to collaborate and learn from other admission directors from both Jewish and non-Jewish schools. Join organizations that provide workshops for admissions professionals.

**Administrative team:** Serve on Mirowitz administrative team.