

## Job Description

**Position:** Admissions Director

### **General Description of Position:**

The mission of the Admissions Director is to lead, develop, and drive the school's admissions strategy to increase enrollment of new students to reach and maintain full enrollment of qualified students.

**Authority:** The Admissions Director has the authority to:

1. Carry out the responsibilities of the position as described below.
2. Inform the Executive Director and Academic Director of problems and issues which interfere with admissions work including issues that may negatively impact retention and recruitment, making recommendations where possible.
3. Recommend and implement changes to the admissions process that best serve the needs of the school and drive an increase in enrollment.
4. Form, develop, and coordinate teams<sup>1</sup> drawn from the faculty and community to inform and implement the Admissions Strategy.
5. Speak on behalf of the school on matters relating to admissions and related activities.

**Responsibility:** The Admissions Director works in the following areas:

### Admissions strategy:

1. Leads in the development and implementation of Waldorf's long term admissions strategy to reach and maintain full enrollment with qualified students by evaluating trends; using data to establish critical measurements; reviewing and designing new systems and processes; accumulating resources; resolving problems; implementing change.
2. Leads in ensuring the long term flow of quality inquiries and applicants is maintained by analyzing trends in enrollment, marketing, and outreach activities.
3. Works closely with all those involved in outreach, marketing, and promotions to ensure strategy and action plans are fully integrated and implemented. Contributes to other strategies impacting admissions.
4. Works closely with the Academic Director to ensure the Waldorf pedagogy and philosophy is reflected throughout the admissions funnel.

### Lead ambassador:

The Admissions Director is the 'face of the school' for prospective families and inquirers.

1. Acts as the main point of contact between the school and prospective families to ensure a strong relationship is built and maintained.
2. Forms and leads teams of faculty, volunteers, parents, and Board/community members to support all admissions efforts.
3. Works with members of the faculty, Board of Trustees, and parents to build support for admissions work, providing guidance as needed and using all available formal and informal opportunities e.g. specially arranged events, a presence at the car pool line and plaza.
4. Ensures a school wide understanding of what constitutes a 'mission appropriate' student and how to effectively promote the school through training for all constituent bodies.

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<sup>1</sup> Teams including but not limited to outreach, communications, development, volunteers, faculty, Board.

5. Cultivates relationships with area early childhood and other programs to develop the base of potential feeder schools.

#### Admissions events

1. Leads activities that are effective; reviews and modifies admission activities and programs designed to provide prospective families with accurate information about the WSB and to encourage them to take the next step of applying for admission.
2. Works closely with the Academic Director to utilize admissions events for retention of current families focusing on K to 1st and 5<sup>th</sup> to 6<sup>th</sup> transition points.
3. Works closely with the Parent and Child Class to ensure the program provides a 'pipeline' to the Nursery and Kindergarten programs.
4. Coordinates with outreach staff to ensure targeted outreach attracts mission appropriate students.
5. Coordinates with outreach and communications staff to ensure that admissions outreach and events are effectively staffed and promoted.

#### Admissions Process

1. Ensures a seamless and professional approach to all contact between the School and perspective families.
2. Manages and improves an effective admission process for new families from inquiry to accepted student follow-up. Including but not limited to:
  - i. Responding to all inquiries in a timely, friendly, and informative manner.
  - ii. Using financial aid, scholarship information, and other financial policies as appropriate to support students' enrollment.
  - iii. Coordinating visits for parents and students.
  - iv. Managing student assessment processes and documentation.
  - v. Chairing the Admissions Committee to ensure admissions decisions are fully informed, conditions of acceptance are clear, and communicated.
  - vi. Tracking families in the inquiry/application process.
3. Reviews and improves admissions procedures annually.

#### Other areas of work

1. Ensures all records, databases, and files are held confidentially, are current, and are professionally organized for ease of access, accuracy, and business continuity.
2. Coordinates orientation procedures for new families.
3. Participates with the Finance Director and the Executive Director/Academic Director on the Financial Aid committee.
4. Represents the School on area professional organizations in support of independent school admissions, such as BISC and BEST (Baltimore Educational Scholarship Trust).
5. Perform other duties as needed and/or assigned by the Executive Director.

**Accountability (supported by and reports to):** This position reports to and receive support from the Executive Director.

**Belongs to:** Full Faculty Meeting and the Office Meeting, Financial Aid Committee, Admissions Committee. Attends other meetings as needed.

## **Skills, knowledge and experience required**

### **Technical skills:**

- Highly proficient in using a database to input and use data gathered, to generate reports, and to design and send mass emails and newsletters. Experience with PCR is a plus.
- Proficient use of computer software packages – Microsoft Word/WP, Excel, PowerPoint
- Budget management skills – able to propose and monitor the admissions budget
- Strategic planning. Project management.

### **Interpersonal skills:**

- Collaborative leadership – able to gain support for admissions work within faculty and wider community.
- Ability to supervise– lead, coach, and manage the work of the faculty and volunteers
- proactive networker – able to cultivate internal and external relationships leading to increased awareness of and interest in WSB.
- Outward facing ambassador for the school. Outgoing, friendly, professional. Team player.

### **Knowledge**

- Detailed understanding of the admissions process, cycle, and constituent parts
- Good working knowledge of Waldorf education and the Baltimore/Maryland education landscape.
- Good understanding of contemporary educational issues and different educational models (e.g. Montessori, Reggio Emilia ) to help advise and guide parents seeking a school
- Good understanding of learning differences as they effect school choice
- Working knowledge of marketing and PR practices relevant to admissions outreach
- Understanding of and interest in anthroposophy

### **Nondiscrimination statement**

The Waldorf School of Baltimore does not discriminate on the basis of sex, race, color, religion, sexual orientation, or national or ethnic origin in the administration of its educational program, admission policies, financial aid policies, employment practices and other school-administered programs.