



**JOB DESCRIPTION
ADMISSIONS DIRECTOR
THE WILBERFORCE SCHOOL**

Education

- Bachelor's degree

Experience

- Experience in Independent School Admissions preferred.
- Experience in Marketing and Sales preferred.

Personal Qualities

- Credible profession of repentance and faith in Jesus Christ
- Godly character, as demonstrated by character reference(s)
- Member or regular attendee of a local church
- Well spoken, with excellent grammar, diction, vocabulary
- Understanding of and agreement with the mission, philosophy and pedagogy of The Wilberforce School, including classical framework and Charlotte Mason influence
- Ability to explain TWS mission and vision in a compelling way
- Maturity and emotional stability
- Discreet. Able to keep sensitive information about applicants and families completely confidential.
- Ability to lead, manage, and direct a team, make decisions and communicate clearly
- Willing to think strategically and innovate to develop admissions and retention efforts
- Organized and detail oriented for event planning
- Persuasive personality, motivated to win other's commitment
- Flexibility-willingness to adapt and change approaches
- Sociable: motivated by interacting with people and comfort with initiating conversation
- High energy level-ability to sustain high level of activity over extended periods

Job Responsibilities

The Admissions Director is responsible for representing and marketing the school to parents, prospective parents and the community in order to bring in new students and retain current students. This includes managing the entire admission process and events from initial inquiry to enrollment to integration into the school.

The Admissions Director manages a team which operates the marketing, communications, and admissions processes. The Admissions Team consists of Marketing and Communications team member, international student program coordinator, and front desk administrator. The Admissions Director is responsible for directing and leading the team to maximize efforts of all team members and to employ strengths and gifts of each member.

The Admissions Director leads the marketing and communications assistant and oversees all marketing material including print material, online advertisements, website, social media, and all school wide communication. The AD will give direction and support to the Marketing and Communications team member, for the marketing of admissions events, school events, and all general school marketing.

The Admissions Director is responsible for the aesthetic presentation and marketing of the school building. The AD will direct faculty to keep school presentable and in excellent condition. AD runs all admission events and must coordinate details of events including content, set up, refreshments etc. AD directs team members to support in all admissions events.

Detailed Job Responsibilities:

Marketing & Communications

With Advancement Director

- develop and implement marketing and parent retention plan
- Research and initiate opportunities to attract new students through networking and marketing
- develop and implement efforts toward public relations for TWS

General Recruitment and Retention

- Build network of relationships with outside institutions or groups (schools, churches, civic associations) that can be helpful in attracting quality students;
- Develop relationships with feeder schools in the Princeton area.
- Work with Head and Academic Dean in creating positive prospective and current parent experiences through tours, events, chapels
- Coordinate and participate in recruitment and re-recruitment events
- Work with members of the administration and faculty to organize specific retention efforts at the key grade levels and to increase legacy students;
- Gain the respect and trust of parents and other parties and provide a positive influence in their decision-making process for admission;

Manage the Marketing & Communications assistant toward goals set in these disciplines:

- Develop/maintain promotional materials including Wilberwear Store
- Manage the Wilberforce Weekly and other all school and event communications
- Manage the school's website
- Manage Social media
- Manage SEO

Admission Management

Manage the admissions process from inquiry to enrollment includes activities such as:

- Following up with inquiries and drawing them to visit the school
- Scheduling and conducting tours and open houses
- Following up with visitors and encouraging them to apply
- Leading families through the admissions process
- Coordinate admissions testing
- Secure and track necessary documentation for applications
- Communicate admissions decisions to applicants and encourage them to enroll
- Work with new families to integrate them into the school.
- Maintain and improve school relationship with Wilberforce families
- Coordinate and manage re-enrollment process
- Data management regarding admissions, enrollment, withdrawals, inquiries, applicants, and attrition. Maintain statistics on a daily basis, to be communicated to Head of School and, periodically, to the Board.
- Creative process review and improvement
- Lead parent helpers in process assistance

Front Desk/Front Office management

-manage the front desk administrator and back-ups to create and maintain a hospitable and a safe front office environment

International Student Recruiting, Admissions, & Enrollment

- manage the international student coordinator toward the fulfillment of the school's international student enrollment and retention goals.

Reporting Relationships

The Admissions Director reports to the Advancement Director of TWS.