



JOB POSTING

Director of Enrollment Management

- Reports to:** Head of School
- Status:** Exempt
- Hours of Work:** Monday – Friday with some evenings and weekends
- Vacancy:** November 15, 2017
- Posting Expires:** When filled
- Salary:** Salary and benefits shall be paid consistent with Sage Ridge School’s compensation plans and is dependent on experience and qualifications.
- About the School:** At Sage Ridge School, we care about the whole child. Our mission and pillars define and guide the Sage Ridge experience. We are Reno, Nevada’s only non-sectarian, coeducational, college preparatory day school and we provide our students with world-class educational opportunities. Sage Ridge School is a fully accredited member of the Northwest Association of Independent Schools (NWAIS) and is a 501(c)(3) nonprofit organization.
- “Sage Ridge School is committed to a traditional college preparatory curriculum for a diverse student body. The pursuit of excellence in academics, the arts, physical endeavor, and ethical behavior is emphasized in an environment nourished by the dynamic relationship between students and teachers. The school fosters self-expression, service, and a sense of community while encouraging students to think critically, communicate clearly, and pursue a lifelong passion for learning.”
- Job Description:** The Director of Enrollment Management is a full-time, exempt position. The Director of Enrollment Management is responsible for the planning and execution of comprehensive marketing and recruitment strategies to attract and admit students to Sage Ridge School.
- The Admissions Director is the front-line representative of the school to prospective students and their families. Therefore, he or she must enthusiastically and persuasively represent the spirit, culture, and core values of Sage Ridge School to current and prospective students and parents in an articulate manner.

The Director of Enrollment Management is expected to work closely with the two division directors and collaborates with the business office.

Reporting to the Head of School, the Director serves as a member of the Administrative Team and works closely with the Board of Trustees and the school's Communication and Development Office.

The Director will serve as the chief point of integration in all strategic areas of enrolment management functions. The Director will play a key role in articulating the strategic enrolment management philosophy of the school and will collaborate with other departments in its proper execution, and is responsible for the entire enrolment process, from inquiry through enrolment to assimilation into the school's culture and academic life. This position includes being the lead advocate and internal marketing spokesperson for retention of current students and families.

Essential Job Functions:

Marketing

- Create and manage multiple databases.
- Assist with the development of enrollment marketing publications and communications including letters, brochures, website postings, electronic mail and other mediums.
- Develop and execute strategies to engage prospects via social media channels, and provide online and offline content that will help generate applications and subsequently increase yield on admissions offers.
- Organize marketing events and activities in order to increase the visibility of the school within and beyond the school's geographic area.

Enrollment Management

- Identify and target potential students and feeder schools.
- Meet strategic enrollment goals.
- Respond to inquiries and advise prospective students and families to the academic admissions requirements, admissions policies and procedures in person and in group settings by telephone, correspondence, email, and virtual forums.
- Processing of prospective student inquires and their conversion to applicant status thorough the enrollment process.
- Track all admissions metrics and provide weekly status reports to the Head of School.
- Review and comply with "best practices" in enrollment as published by the National Association of Independent Schools.
- Coordinates the staffing of employees, students and volunteers for all admissions activities.

- Prepares the admissions budget and controls budgeting and expenditures for marketing material and advertisements.
- Oversees International Student Admissions and Marketing Program.
- Reviews and analyzes student transcripts, test scores, and other relevant admissions data.
- Maintain close contact with the human resource departments of corporations/businesses who have their employees' dependents enrolled at Sage Ridge School.
- Maintain all records, correspondence, files, and confidential records in an organized and accessible manner.
- Maintain strict confidentiality of all school and admissions office records.
- Relate courteously and effectively with students, parents, school personnel, and media and community members.
- Organize and administer the school's financial aid program and budget in conjunction with the Business Officer.
- Oversee all off- and on-campus recruitment events, including Open Houses, school visits and shadow days and orientation programs.
- Perform other duties as assigned by the Head of School.

Job Qualifications:

- Bachelor's Degree in a related field required. Master's Degree preferred.
- Minimum of two year's experience in marketing/sales in business, education or social sciences.
- Exceptional organizational skills.
- Computer and database skills.
- Social Media expertise.
- Sound judgement in problem solving ability.
- Superior interpersonal, organizational and managerial skills.
- Excellent oral and written communication skills.
- Ability to demonstrate empathy when dealing with others.
- High energy, flexibility, warmth and sense of humor.

Selection Process:

- Semi-finalists will be interviewed on site by a select panel of current members of the school community.
- All prospective candidates will be pre-screened prior to a personalized interview.
- Candidates should present a current CV/resume, three reference contacts including phone and email addresses with at least two serving as direct supervisors, and two or more personal writing samples.
- Provide all requested materials in one PDF and include "Director of Enrollment Management" in subject line of message.
- Send all materials to jballinger@sageridge.org
- For more information about Sage Ridge School, visit our website at www.sageridge.org

Physical Requirements and Work Environment

- Works in a highly stressful environment dealing with a wide variety of challenges, deadlines and a varied and diverse array of contacts.

- May work at a desk and computer for extended periods of time.
 - Be able to occasionally lift up to 30 lbs.
 - Work primarily in a traditional climate controlled office environment.
 - Work intermittently in outside weather conditions, including extreme heat and cold.
-

SRS, as an equal opportunity employer, does not discriminate in its hiring of employees on the basis of race, color, sex, sexual orientation, religion, creed, national origin, citizenship, marital or veteran status, age or disability. We actively seek diversity among faculty and administration as well as among students.