



MADEIRA

Title: Director of Enrollment Management

Department: Admission

Reports to: Head of School

Position Purpose

The Director of Enrollment Management is responsible for the recruiting, selecting, and enrolling of a diverse class of high-quality students for The Madeira School. The Director is responsible for developing marketing and strategic plans that will position Madeira as the all-girls college preparatory boarding and day school of choice for prospective girls and their families. The Director reports directly to the Head of School, oversees the admissions team, is a member of the school's senior administrative team and works cooperatively with the senior leadership, Board, faculty, and staff in setting direction and policy to ensure that students who enroll at Madeira are of the caliber necessary to succeed in a highly competitive program, and who will be successful in life, education and their careers after graduation.

Key Responsibilities

Leadership and Management

- Develops long-term strategies and implementation plans in accordance with enrollment priorities and mission of The Madeira School. Works with senior leadership, faculty, Board and other school constituencies to develop and articulate admissions priorities and philosophy.
- Provides regular reports and planning documents to senior leadership, the Board and faculty on the results of admissions activity. Initiates research studies/projects, which aid in understanding the effects and outcomes of admissions and financial aid policies and practices; assesses results and seeks feedback from families in the application process on a regular basis.
- Works collaboratively with Director of Communications to create marketing plans, develop admissions publications and programs that are consistent with the overall strategy of The Madeira School.
- Works in close coordination with the Business Office to:
 - Develop and oversee the school's yield strategy, ensuring that marketing efforts are tied to the school's financial plan
 - Determine financial strategy and allocations
 - Prepare and manages the departmental budget, monitoring all expenditures to assure compliance with the policies of school
- Works with Alumnae Relations and Development Office to promote fuller understanding of admissions and financial aid policies and issues within alumnae body; meets with donors interested in supporting financial aid scholarship program.
- Represents Madeira at various external organizations and associations.
- Leads and manages the admissions team by providing vision, objectives and expectations of work performance that support the admissions office and its activities in meeting defined goals.

Recruitment

- Organizes and manages all activities to attract a diverse class of high-quality applicants to the School.
- Oversees the recruitment process for the Madeira Admissions Office. These activities may include domestic & global recruitment, travel, and organizing alumni interviews and dinners, student guide program (STAR) and telemarketing events; solicits participation of school constituencies in recruitment.
- Conducts presentations (e.g., feeder schools, consultants, and school fairs) to promote The Madeira School and attract prospective girls and their families, both domestic and international.
- Creates annual retention plan; oversees/assists with re-enrollment process and setting tuition.
- Provides direction to the assistant director with respect to recruitment, admission, and the development and implementation of strategies to retain high-quality applicants from population groups that are underrepresented.
- Provides on-going consultation to prospective girls, applicants and their families.

Admissions Activities

- Administers the evaluation and decision process of the Admissions Committee for establishing admissions standards and for evaluating and making final admit/deny decisions.
- Reviews and reads applications; interviews prospective students; responds to applicant inquiries; and counsels' prospective girls and their families regarding the admissions process, test taking strategies, curriculum, etc.
- Represents the school before alumni and other groups and serves as the primary contact for admissions.
- Oversees the planning of all admissions events held on campus.

Financial Aid Activities

- Works closely with the Chief Financial Officer or his designee to develop a yearly plan for financial aid awards. Serves as a member of the Financial Aid Committee, which determines financial aid award packages for admitted students; performs needs analysis, packaging, counseling, phone calls, office visits, and all contacts with current and prospective financial aid students.
- Reviews files and application materials to determine family's ability to pay and eligibility for institutional funds. On a case-by-case basis, uses professional judgment to make adjustments in calculating the expected parental contribution.
- Communicates respectfully with a diverse population of current and prospective students and families.

Staff Development

- Hires, develops, manages, and evaluates staff to meet changing department needs.
- Sets clear vision and objectives for staff; identifies and articulates performance expectations.
- Meets with staff regularly to discuss work, provide guidance, delegate projects and assess progress.
- Provides timely and relevant feedback to staff regarding work performance.

Miscellaneous

- Campus resident, serves 10 weekends of duty per year in support of the residential life program.

Position Requirements

Skills & Knowledge	Experience	Education
<ul style="list-style-type: none"> • Excellent interpersonal, written and verbal communication; strong analytical, and organizational skills • Clear understanding of cross cultural communication and collaboration skills are critical in diverse and multinational workplaces and communities • Ability to work independently and with colleagues/stakeholders at all levels; ability to lead and execute • Exceptional initiative, judgment and problem solving skills; high level of energy, creativity and flexibility • Willingness & ability to work flexible work schedule, including occasional evenings & select weekends • Appreciation of and commitment to boarding and single sex education, diversity and to serving the needs of a diverse population 	<ul style="list-style-type: none"> • 5 - 7 years of experience in admissions and/or communications and marketing, preferably in the non-profit sector; leadership experience required • Experience in communications and marketing strategy as well as experience in brand management • Experience with social media tools and techniques • Experience with social media tools and techniques • Familiarity with educational institutions, preferably Independent schools 	<ul style="list-style-type: none"> • Bachelors required; advanced degree preferred • Equivalent combination of education and/or experience will be considered

Disclaimer: The above describes the general nature and level of work being performed by individuals hired into this job. This is not intended to be an exhaustive list of all responsibilities and duties required.

The Madeira School reserves the right to change any or all content of this job description based on School needs. The incumbent, if applicable, will be notified of any changes before they become effective.