

**SMWS**  
**Director of Admissions**  
**Job Description**  
*July 2010*

**Reports to: SMWS Administrator**

**Purpose:**

The Director of Admissions is responsible for promoting an awareness of the school and its programs in support of the school's enrollment goals. The Director promotes positive community relations and is responsible for the development and implementation of the school's admissions and marketing plans and related strategies. This is a permanent, three quarter time position.

**Responsibilities:**

**Admissions, Marketing and Outreach**

1. Develop and oversee the implementation of a marketing plan and strategies, in conjunction with the Marketing Committee, that increase visibility, communicate the character and core values of the school, and improve our public relations through media, publications, and public events.
  - a. Create and distribute brochures, direct mail pieces, advertisements, public service announcements, and calendar listings.
  - b. Oversee updates of admissions aspects of the school's website.
  - c. Initiate and develop media, video, CD Rom, streaming etc.
  - d. Initiate and/or coordinate media exposure, newspaper, radio, calendar listings, etc.
  - e. Create a word of mouth program for existing SMWS families.
  - f. Initiate and build relations with feeder schools and other community groups and organizations.
  - g. Initiate and build relationships with professional groups, independent school admissions networks, and regional Waldorf groups.
  - h. Make effective presentations at public events and to identified community groups.
  - i. Create special, strategically identified, outreach events.
  - j. Articulate orally and in writing the goals and methods of Waldorf education and SMWS' educational program to prospective parents and the public.
  - k. Organize exposure at public events like Creek Festival, Library art showings, etc.
  - l. Manage the admissions budget:
    - i. Create budget projections and participate in budget development
    - ii. Track expenses and be able to explain significant budget to actual variances

2. Steward all aspects of the Admissions process from the first inquiry to final outcome; develop and implement strategies and processes that attract new students and families to the school.
  - a. Handle all initial phone, fax, email and on-site contacts by parents.
  - b. Arrange for prospective parents to visit to the school, schedule and provide one-on-one meetings, ensure attendance at scheduled open houses, arrange and follow up on meetings with teachers, arrange student shadowing a class, invite prospective parents to festivals and school functions, etc.
  - c. Provide appropriate information on SMWS and Waldorf education as well as support materials in a timely manner
  - d. Track, compile, and report appropriate data including enrollment projections, enrollment funnel data, retention data, advertising and mailing response rates, exit data, and demographic trends in Boulder Valley. This includes monthly enrollment reports to the Finance Committee and Board of Trustees.
  - e. Responsible for entering in all admissions data into admissions database in a timely manner, utilizing same to generate all admissions reports, letters, mailings, statistics and all other related clerical tasks.
3. Identify and implement a plan to maximize school wide enrollment retention:
  - a. Work with the faculty to develop, implement, and maintain a plan that addresses lower/middle school/high school retention issues.
4. Educate parents as part of the admissions process as to how parents participate in the life of the school and its development. Meet individually with new parents to establish a good relationship with them and to inform them of present and future development of SMWS.
5. Coordinate yearly re-enrollment process with Director of Operations, with responsibility for following up with families about their re-enrollment contracts via phone calls and/or emails, providing weekly re-enrollment updates to faculty and administration.

## **QUALIFICATIONS:**

- A bachelor's degree and previous admissions experience in a school environment, preferably a Waldorf school.
- Experience in market research and analysis, and marketing program development and implementation.
- Excellent written, verbal, and interpersonal skills.
- Understanding for and appreciation of Waldorf school philosophy, including administrative and educational principles, techniques and methods.
- Ability to relate to and honor all members of the school community and to work as part of a team.
- Ability to manage several projects simultaneously with a high degree of effectiveness.
- Knowledge of financial management tools and budget management.

- A high degree of self-motivation and ability to work independently.
- Problem solving abilities.
- Good organizational skills.
- Willingness to participate in ongoing professional development in marketing and admissions.
- Capable computer skills (Word, Excel, Outlook, Access) including understanding of relational databases and high degree of comfort with queries, reports and data manipulation.
- Ability to work occasional evenings, weekends, and early mornings.
- Other duties as requested to support the changing needs of the admissions department and/or the school as a whole.