



URSULINE ACADEMY
KIRKWOOD, MISSOURI
Director of Enrollment

Position Summary

The Director of Enrollment directs the admissions process from inquiry through enrollment. The Director will lead a collaborative effort to develop and implement both short term and long-term recruitment strategies to ensure that Ursuline Academy meets enrollment objectives.

The ideal candidate will be a data driven decision maker, and creative leader in admission, recruitment and retention. The Director should be a team player who has a warm collaborative nature, positive energy, sense of humor, superior organization and prioritization skills and is self-motivated in the completion of his/her work. She/he will have exceptional communication and interpersonal skills including outstanding writing and public speaking skills and the ability to interact comfortably with a variety of people. This person will have a genuine empathy for prospective families and an awareness of the needs and sensitivities of parents, students, faculty, staff and administrators and ultimately be able to manage expectations and deliver admissions decisions in a manner that is honest, caring, and diplomatic.

The Director of Enrollment collaborates heavily with the Principal and Director of Admissions and reports to the President.

Primary Role and Responsibilities

- Represent Ursuline Academy and serve as the face of the school to the school and broader community and with prospective families while communicating the mission.
- Develop and implement recruitment strategy to promote Ursuline Academy to prospective incoming students, transfer students and parents.
- Establish and maintain positive relationships with area middle and parish schools (guidance counselors, teachers, pastors) and create new networking opportunities.
- Develop a communications plan with prospective families to move them from inquiry to enrollment.
- Engage and inform prospective parents and students about Ursuline Academy and the benefits of an Ursuline education on an individual, small, and large group basis.
- Oversee and participate in the development of admissions materials, events and marketing practices.
- Coordinate systematic and efficient handling of applications and communications with parents of student applicants so that the process supports and honors the student and her family.
- Manage parent and student expectations and deliver admissions decisions in a manner that is honest, caring, and diplomatic.
- Coordinate the interview and selection processes involving the Principal, Learning Consultants and faculty.



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A C A D E M Y

- Work closely with the Director of Finance to plan and coordinate the financial aid application process for incoming freshman and transfer students.
- Plan and coordinate Celebration Day, Testing Day, Course Selection Night and the Incoming Freshman Fashion Show (with Bear Moms) and Freshman Parent Happy Hour.
- Maintain current data on prospects' activity and status (Raiser's Edge).
- Collaborate with, and support the activities of, the Director of Admissions to ensure a seamless delivery of brand and messaging to all prospective families.
- Collaborate with the Director of Advancement and Director of Admissions in the development of promotional materials.
- Conducts exit interviews with students who have withdrawn from Ursuline Academy.
- Manage the admissions budget.
- Assist Advancement Team with various initiatives throughout the year when needed.
- Act as liaison with the Archdiocese and complete Archdiocesan reporting.
- Other duties as assigned.

Qualifications

The following qualifications, while not exhaustive, are those that Ursuline Academy hopes to find in the ideal candidate:

- Willingness to support the mission and structure of the Catholic Church
- Bachelor's degree in a relevant area
- Previous experience in high school/college admissions or sales and marketing
- Proven success in strengthening enrollment or membership or increasing market share by creating and implement a systematic and strategic approach toward generation of new applicants
- Ability to effectively communicate in person and in writing
- Excellent public speaking skills
- Ability to work collegially within a team of educational leaders
- High energy, attention to detail and ability to organize effectively
- Blackbaud/Raiser's Edge experience preferred
- Valid driver's license
- Ability to work evenings and weekends as needed

URSULINE ACADEMY
AN EQUAL OPPORTUNITY EMPLOYER