



Job Description – Director of Admissions & Engagement (PT/FT)

Reports to: Head of School

Wage/Hour Status: Salaried/Exempt

About The Clariden School:

The Clariden School is a not-for-profit, private, fully-accredited, college-preparatory school serving students PreK – Grade 12 in North Texas (Dallas-Fort Worth area). Clariden works to ignite student curiosity and problem-solving skills by first providing a program that addresses the whole student. With a focus on STEAM (Science, Technology, Engineering, Arts, and Math), character-based kindness, and hands-on field study, our goal is to equip students for the jobs of tomorrow and to be contributing citizens in their local and global communities.

Employees at The Clariden School are expected to be respectful, responsible, self-directed, growth-minded individuals who are interested in not only providing the best for students but also developing and honing their professional skills. Employees are responsible for providing their students with appropriate learning activities and experiences in the academic subjects assigned to the educator to help the students fulfill their potential for intellectual, emotional, physical, and social growth.

Director of Admissions and Engagement:

Reporting directly to the Head of School, the Director of Admissions and Engagement is a strategic and analytical thinker who plays an essential role in communicating the values of a Clariden education to a broad constituency. With the newly developed strategic plan, the Director of Admissions and Engagement works closely with the Director of Marketing and Communications, Business Manager, Head of School, and Admissions Assistant to cultivate interest in Clariden and its programs. S/he is responsible for effectively engaging the entire school community in the work of enrollment management. The Director of Admissions and Engagement participates in the policymaking of the School as a member of the senior administrative team. The Director of Admissions and Engagement is responsible for a coordinated school effort to convey Clariden's unique value to the marketplace and attract, enroll, and retain a mission-aligned, diverse, and inclusive student community.

The Director of Admissions and Engagement position is open until filled with an anticipated start date as early as July 1, 2023. Potential opportunity to include some aspects of marketing in conjunction with

admissions as position is filled in a part-time or full-time role. Part-time hours include working on campus Monday-Friday, scheduling to be determined in partnership with Head of School.

Requirements:

- Alignment with Clariden's mission and core values
- Bachelor's degree required; advanced degree in enrollment management preferred
- A minimum of 3 years of proven experience in admissions, preferably at a private or independent K-12 institution
- A strong desire for professional development and a demonstrated growth mindset
- A strong understanding of how independent schools operate
- Experience working with and connecting to a large and diverse community of people
- Demonstrated strengths in interpersonal skills and collaboration
- Strong organizational, communication, written, and interpersonal skills
- Ability to effectively use a variety of programs and software, including database programs

Responsibilities:

- Provide leadership in enrollment management, which includes admission, marketing, and recruitment, and direct the process of attracting, enrolling, and retaining students at Clariden, including ongoing partnership with feeder schools
- Set annual enrollment and admission goals, in accordance with the School's mission and strategic plan, to promote essential elements of diversity in the student body, based on enrollment goals set by the Board of Directors and Head of School.
- Partner with the Business Manager and Head of School to budget, evaluate, and distribute tuition assistance awards
- Manage new student enrollment and the re-enrollment of current students
- Understand and inform the administrative team and community about research, demographics, and other relevant enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed
- Serve as a member of the senior administrative team, Admissions Committee, Tuition Assistance Committee, and as the Administrator on Duty in the Head of School's absence or after hours (as scheduled in advance)
- Serve as a thought partner for and collaborator with the Head of School and administrative team.

- Responsible for managing all facets of the admission process and collaborating in the tuition assistance process in the school's effort to attract, enroll, and retain a diverse and dynamic student population that is mission-aligned
- Develop and implement enrollment and admission plans with clearly stated goals and objectives (headcount and net-tuition revenue)
- Formulate forward-thinking, strategic application, admission, and enrollment policies
- Ensure internal constituents understand and embrace a customer service orientation intended for all families from the prospect to the enrolled phase
- Attend Board of Director meetings and/or Board Committee meetings as appropriate; maintain relevant involvement in strategic planning; keep the Board fully apprised of the School's admission and tuition assistance endeavors
- Maintain statistical and trend data related to admission and enrollment; present statistical and trend information to the Administrative Team, Board of Directors, and faculty
- Demonstrate high ethical standards, integrity, and respect for students, colleagues, alumni/ae, and parents throughout the admissions process and beyond
- Actively lead and/or participate in local and national professional development and networking opportunities, always seeking to serve the greater needs of the School
- In partnership with the Director of Marketing and Communications, develop a strategic recruitment and communication plan to reach targeted audiences, including identifying and implementing best-practice web-based technologies
- In partnership with the advancement committee, identify potential donors within the broader community and in consultation, cultivate gifts to the school.
- Potential opportunity to include some aspects of marketing in conjunction with admissions.

Wage/Hour Status: Salaried/Exempt

How to Apply:

Please send a letter of interest outlining your availability for part-time or full-time employment, resume, salary requirements, and contact information for at least three professional references via e-mail to:

Dr. Jamie Segraves, Head of School

jsegraves@claridenschool.org

For questions, please call 682-237-0400.

Applications are considered as they are received, and the position is open until filled.