

Admissions Director Middle and Upper Divisions

DEFINITION

Responsible for implementing, maintaining and supervising all aspects of school admissions to the middle and upper divisions. Work collaboratively with Administration on matters pertaining to recruitment and retention. Work collaboratively with Marketing Director on matters concerning publicity, marketing materials, advertising and public relations. Will report directly to the Head of School

EXAMPLES OF DUTIES

- Represent the school and initiate recruitment at various venues; some examples:
 - Feeder elementary schools
 - Middle and Upper School Admission open houses
 - Speaking at local Synagogues to potential students and their parents
 - BJE; attending Shabbatonim to potentially recruit students
 - Yearlong Bridge programs including Peek into MS and US for 5th and 8th graders
 - Design an open house for parents to visit classrooms
 - Attend relevant community events.
 - Arrange for Principals to speak at local Temples on teen-related topics
 - Create summer social events to retain new students
 - Create a selection process for a Student Ambassador Program in the MS and US to make it more desirable for a student to be picked
- Answer telephone and visitor inquires about Tarbut and the Admissions process. Follow up inquiries by mailing appropriate printed materials.
- Maintain data on prospective families; maintain personal contact with prospective families as needed.
- Regularly update admissions materials.
- Maintain activities and appointment schedule for Admissions and Screening. Schedule visits and assessments, etc.
- Work with Administrators to formulate strategy and ensure good communication, flow and coordination of activities.

- Meet personally with prospective parents and students; give tours of the Middle and Upper divisions of the school; answer questions regarding the curriculum and programs or field questions to appropriate person.
- Guide families through the application process; receive and process all application forms.
- Annually organize and coordinate the production and mailing out of reenrollment packets; receive and account for all returned reenrollment to produce current status reports as needed.
- Oversee and administer screenings and assessment visitations.
- Contact and/or visit applicant's schools when need arises.
- Appoint, train and coordinate student and parent ambassadors.
- In conjunction with Admissions Decision Committee, score and evaluate student assessments; make recommendations for admission.
- Arrange for placement tests and communicate with the department chairs to score the exams
- Prepare and mail acceptance, denial and wait pool letters as needed. Follow up by personal phone call and/or appointments as needed. Set-up meetings with Admissions Decision Committee as needed.
- Maintain information and create database to produce current report for applicant's status and school-wide enrollment.
- Work with Admissions Committee and Finance office to ensure smooth, efficient management of enrollment procedures.
- Work with teachers and PTSO representatives to ensure communication with new families and students to promote a comfortable transition to our school.
- Provide support in special projects or tasks as needed by Administration.
- Direct all efforts to implement the goal developed by the Strategic Planning committee of seeing that enrollment is increased by at least 6% per annum
- Be prepared to work after regular school hours and on weekends to maximize the opportunities for recruitment.
- Co-ordinate activities with Admissions Director Lower School