

# **Director of Admissions/Enrollment Management**

## **About Our School**

St. Paul's Episcopal School is committed to providing an excellent, well-rounded education grounded in the Episcopal tradition and centered on respect, compassion, integrity, service, and a love of learning. We strive to create a welcoming and inclusive community where every student is known, valued, and encouraged to grow academically, socially, emotionally, and spiritually. Our strong sense of community—built on meaningful relationships among students, families, faculty, staff, and the church—is at the heart of the St. Paul's experience.

## **Job Summary**

St. Paul's Episcopal School seeks an experienced Director of Admissions & Community Engagement to lead student recruitment, enrollment, retention, and community outreach for grades PreK–8. As a primary face of the school, the Director will enthusiastically share the mission and story of St. Paul's with prospective families and guide them through the admissions journey.

This is a senior administrative role reporting directly to the Head of School. Because we are a close-knit school community, the Director is a dynamic leader who proudly wears multiple hats. In addition to admissions, this position will contribute to institutional advancement, development, community relations, marketing and public relations, and special events.

The ideal candidate is an energetic, organized, relationship-oriented professional who enjoys working with families of young children, understands student development from early childhood through middle school, and thrives in a collaborative, mission-driven environment.

## **Key Responsibilities**

### **Enrollment & Admissions**

- Create and execute a data-driven recruitment and enrollment plan for PreK through 8th grade.
- Establish enrollment goals and track inquiry, application, enrollment, attrition, and re-enrollment data and trends.
- Identify opportunities to increase awareness of St. Paul's and strengthen enrollment.
- Assists with the financial aid and tuition assistance process.
- Guide families warmly from initial inquiry through enrollment, the first day of school, and beyond.

- Arrange and coordinate visits for prospective and newly enrolled students, including shadow days, classroom visits, interviews, and developmental readiness assessments.
- Visit local preschools and early childhood programs to build relationships, promote St. Paul's, and develop enrollment opportunities.
- Obtain, organize, and maintain all files and records pertinent to the admissions process, ensuring that applicant information is accurate, complete, current, and confidential.
- Chair the Admissions Committee, collaborating with division heads and faculty on enrollment decisions.
- Oversee all Open House events for prospective families, ensuring that prospective families receive a welcoming and informative introduction to St. Paul's.
- Complete annual Brumfield Dodd Compliance report and the admissions portion of the DASL report.
- Send open house information to area preschools.
- Provide information to Trustees and Parents' Association, so they may contact and welcome families.
- Communicate with new families and students prior to the beginning of school and again during the first week of school.

#### Retention & Re-enrollment

- Oversee the annual re-enrollment process in partnership with the Business Office.
- Work with HOS, faculty, and division heads to identify retention concerns and develop strategies to strengthen family engagement and retention.
- Support new-family onboarding and initiatives that foster a strong sense of belonging.

#### Community Outreach & Professional Relationships

- Represent St. Paul's Episcopal School to families and the greater New Orleans community, serving as a knowledgeable and enthusiastic ambassador for the school.
- Represent the school professionally with the Independent Schools Association of the Southwest (ISAS) and Southwestern Association of Episcopal Schools (SAES).
- Attend local ISAS Admissions Directors meetings and remain informed about admissions trends, best practices, and issues affecting independent schools.
- Work collaboratively with other ISAS schools to strengthen professional relationships, share best practices, and support the independent school community.
- Plan and host campus tours, information sessions, prospective-family events, and new-family celebrations.

- Develop relationships with local preschools, daycare centers, youth organizations, churches, community leaders, and organizations such as the Lakeview Civic Improvement Association (LCIA).
- Manage the Parent Ambassador Program, engaging current parents and students in sharing the St. Paul's story.
- Represent St. Paul's at community events, educational fairs, and other outreach opportunities.
- Assist with major school and community events, including Grandparents' Day, the New Parents' Reception, Open Houses, Holidays on Harrison, and other special events.

### Marketing & Public Relations

- Partner with the Marketing Team on admissions advertising, digital content, social media, print materials, and promotional campaigns.
- Maintain the admissions portion of the school website and provide admissions-related content for school publications and communications.
- Serve as the admissions liaison for media opportunities, including newspaper articles, television coverage, interviews, and other public relations activities, in coordination with the Head of School.
- Help identify and promote positive stories about St. Paul's students, faculty, programs, and community involvement.

### Institutional Advancement

- Serve on the Institutional Advancement Committee and support school-wide advancement and fundraising initiatives.
- Identify and cultivate relationships with potential donors, sponsors, community partners, and other supporters.
- Research, develop, and write grants for the school, including state, federal, foundation, and corporate grant opportunities such as Brown Foundation grants.
- Monitor grant opportunities and deadlines and coordinate with appropriate faculty and administrators to develop strong proposals.
- Develop partnerships that provide financial, educational, or programmatic support to the school.

### Administrative Responsibilities

- Regularly participate in the Administrative Team, Institutional Advancement Committee, Parents' Association/Parents Committee, Admissions Committee, and other meetings as assigned.
- Maintain professionalism and confidentiality in all interactions and records.
- Collaborate effectively with faculty, staff, administrators, parents, prospective families, community partners, and professional organizations.
- Take on special projects and other responsibilities as assigned by the Head of School.

## **Qualifications & Skills**

- Education: Bachelor's degree required; Master's degree preferred.
- Experience: 3–5 years of admissions, enrollment management, marketing, development, or related experience, preferably in a K–8 or K–12 independent school.
- Mission Alignment: Commitment to independent school values, Episcopal education, and the standards of the Independent Schools Association of the Southwest (ISAS) and Southern Association of Episcopal Schools (SAES).
- Communication: Excellent written, verbal, public speaking, and relationship-building skills, with a genuine enjoyment of working with families of young children.
- Technology: Strong skills with enrollment management systems, databases, spreadsheets, website content management, and digital communications.
- Organization: Exceptional organizational and time-management skills with the ability to manage multiple priorities, events, and deadlines.
- Leadership & Character: High emotional intelligence, discretion with confidential information, flexibility, creativity, initiative, sound judgment, and a great sense of humor.
- Community & Professional Engagement: Ability to represent St. Paul's publicly and build strong relationships with families, community organizations, professional associations, donors, and partner schools.
- Development & Grant Writing: Demonstrated grant-writing or development experience preferred.
- Sustainability: Strong interest in environmental stewardship, community service, and service learning.

## **Benefits & Salary**

- Competitive salary based on experience and qualifications.
- Comprehensive health, dental, and vision insurance.
- A collaborative, mission-driven school community with the opportunity to make a meaningful impact on the growth and future of St. Paul's Episcopal School.

## **To Apply**

Interested candidates should submit a cover letter, resume, and a list of three professional references to [vleblanc@stpauls-lakeview.org](mailto:vleblanc@stpauls-lakeview.org).

St. Paul's Episcopal School is an equal opportunity employer and values diversity in its faculty, staff, and student body.