



Job title	Manager of Enrollment
Reports to	Head of School

GENERAL SUMMARY:

The Manager of Enrollment will oversee and direct the retention, recruitment and enrollment processes for Hawthorn Leadership School for Girls.

DUTIES & RESPONSIBILITIES:

The Manager of Enrollment's primary responsibilities consist of recruiting new students, promoting the school, and orienting new families to the school. Additionally, the Manager of Enrollment oversees re-enrollment and is a key participant in the school's student retention efforts and in facilitation of student opportunities with external school partners.

The Manager of Enrollment works with all school constituencies, including teachers, administration, parents, alumni, and board members to create and implement a process that welcomes prospective applicants, highlights strong curriculum and programs, and details the qualities and benefits of Hawthorn.

Additional responsibilities of the Manager of Enrollment include:

1. **Strategy:** Working with the Head of School to develop short and long term recruitment and admissions plans and strategies.
 - a. Serving as a key member of the school administration, ensuring that admissions and retention goals are represented in the vision for the school, and monitoring trends and emerging opportunities and threats to the school's admissions process.
 - b. Implementing the Measuring Success framework in 2022-23 for student recruitment and retention.
 - c. Providing feedback as a part of the school's strategic planning processes.
 - d. Evaluating admissions and retention plans and assessing progress, constantly identifying timely corrective action as needed.

2. **Processes:** Developing, implementing and managing a highly personal, data-driven and research-driven proactive enrollment-management system that encompasses the entire admission process from inquiry, application, paperwork gathering, and school decision-making through enrollment and retention.
 - a. Managing the highly personalized opportunities for school-initiated communication with the prospective families from the time they are identified through the time they are

enrolled at Hawthorn. Maintain an admissions database that supports active relationship management in all aspects of admission function.

- b. Tracking and moving families through the admissions funnel and enrollment process, addressing their individualized needs by providing personalized attention.
 - c. Producing regular automated admission-related reports for the Head of School and Board of Directors to share and monitor progress.
 - d. Evaluating the admission process (prospecting, developing interest, open houses, outreach, visits, application process, etc.) with enrolled and non-enrolled families, teachers and administrators to identify areas of improvement and new ideas.
3. **Representation:** Representing Hawthorn in an effective way and articulating its value to the internal school community. Enhancing visibility and outreach into the external community by building and stewarding a referral network consisting of various sources including school administrators, current and past parents, alumni, community leaders and others to serve as ambassadors for the school.
- a. Remaining consistently involved in the life of the school to be able to demonstrate the school's outcomes.
 - b. Listening and note testimonials, both candid and crafted.
 - c. Participating in strategic planning discussions relevant to the school's value, mission and goals.
4. **Events:** Planning, overseeing and enhancing all admission events including outreach events, tours, visits, open houses, grade-level coffees and orientation, etc. Support the administrative team for school-based events such as parent-teacher conferences, student council activities, field trips etc.
- a. Researching and initiating new programs to enhance visibility and accessibility for the school.
 - b. Selecting, supporting, and training students, teachers, administrators, board members, alumni and parent ambassadors who help attract new families and students to the school. Participate in admissions events and activities so families are prepared and responsive.
 - c. Developing relationships with administrators, counselors and/or admissions personnel at charter and feeder schools to collaborate where appropriate.
 - d. Working with the Hawthorn Leadership School Foundation to market events internally and externally.
5. **Partnerships:** Manage partnerships between the school and external organizations that provide opportunities and experiences to Hawthorn students.

- a. Being a liaison between the Foundation and teachers, students and families to implement opportunities, such as field trips, presentations, after-school programs and summer opportunities.
 - b. Representing the school with external organizations.
 - c. Chaperoning and making arrangements for opportunities and experiences, including permission slips, supplies, and transportation.
6. **Marketing:** Collaborating with the Hawthorn Leadership School Foundation in the design, publication and appropriate distribution of the school's marketing materials, as well as the advertising and marketing for admission efforts.
 7. **Other:** Performing duties as assigned by the Head of School.

SKILLS & QUALIFICATIONS:

1. Experience as an admission officer and/or as a school administrator preferred.
2. Experience in successful outreach to a variety of communities.
3. Flexibility is a must, given the fast-paced and ever-changing school environment. Must be able to shift as needs arise for the benefit of the students.
4. Effective organizational skills, Highly flexible and able to adapt to a constantly changing environment.
5. Excellent verbal and written communication skills with a proven ability to make connections in similar community situations.
6. A passion for working with prospective school students and their families.
7. A vision for the future of the Hawthorn admissions process and the ability to articulate it.