



<b>Job title</b>	Director of Recruitment and Enrollment Management
<b>Reports to</b>	Head of School

### **Job purpose**

Build and maintain a pipeline of prospective students in order to further the mission of Hawthorn. Manage enrollment and retention efforts. Strengthen parent and community engagement and maximize student enrollment.

### **Duties and Responsibilities**

#### **Recruitment and Marketing:**

- Actively develops and maintains relationships with individuals/businesses/community groups within the city of St. Louis to acquire referrals for enrollment.
- Creates and presents monthly admissions and recruitment plans inclusive of benchmarks, updates and total contact hours.
- Collects, analyzes and summarizes data and trends (including all inquiries, tours, recruitment methods, applications and enrollment).
- Represents the school at admission and recruitment-oriented events.
- Markets the school by distributing informational brochures: writing and placing advertisements; answering questions.
- Engages and interacts with faculty and students to develop an authentic perspective to tell Hawthorn's story.

#### **Admissions and Enrollment**

- Oversees the application process from application completion to enrollment.
- Oversees intent to return process for currently enrolled students.
- Works with operations team to ensure all supporting documentations are obtained from parents and receiving school.
- Coordinates all on-site tours, shadow visits, and other school sponsored events related to recruitment.

#### **Family and Community Support**

- Oversees and guides family and parent events, meetings, communication, and other supports.
- Originates programs to support families and the surrounding community to help with retention and well-being of our students.

**Characteristics of ideal candidate:**

- Strong verbal communication skills with an outgoing personality and a proven ability to make connections in similar community situations.
- Servant leadership orientation and belief in the core mission of Hawthorn Leadership School for Girls.
- Highly organized, but highly flexible and able to adapt to a changing environment.
- Proficient in Microsoft Office and Google Suite.
- Utilize school enrollment and student information systems.
- Strong written and verbal communication skills.
- Ability to work well and collaborate with others.
- Strong capacity to communicate with various shareholders.
- Problem solving skills with the ability to provide suggestions.
- Must be flexible as there will be evenings and weekend engagements.
- Bachelor's degree preferred.

**Application Instructions:**

Interested candidate should send an email with a cover letter and resume to [drobinson@hawthornschoo.org](mailto:drobinson@hawthornschoo.org).