



Director of Enrollment & Outreach Start Date: July 15, 2021

The Berkeley School, a progressive, preK-8 independent school in the East Bay portion of the San Francisco Bay Area, seeks a Director of Enrollment & Outreach to lead the school's preschool through 8th grade student recruitment, admissions, enrollment management, retention, and marketing efforts.

As a member of the senior leadership team, the Director of Enrollment & Outreach will work closely with the Head of School, Board of Trustees, the Enrollment Outreach team, and all members of the school community to advance the school's mission, achieve its vision, and ensure that robust enrollment of mission-aligned candidates helps support faculty and staff in meeting each student where they are and getting them where they need and want to go.

Founded in 1964 as Berkeley Montessori School, The Berkeley School is an intentionally small preK-8th grade school on two beautiful campuses whose proximity to public transportation and the University of California campus makes the cultural, educational, and natural resources of Berkeley and the greater Bay Area an integral part of the school's academic program.

TBS students develop excellent academic and life skills in learning environments designed to internalize two beliefs in each child: *we are interdependent* and *what we do matters*. TBS graduates grow up to make a positive difference in communities where they learn and work through the ways that they observe, think, plan, and act. Our teachers enact this vision in their daily work with students, ensuring that our school can fulfill our mission to ignite curious minds, awaken generous hearts, and engage a changing world.

We are committed to principles that promote effective, inclusive operating practices and create culturally responsive educational environments for each student. We also value the skills, knowledge and experiences that a diverse workforce brings to our school. As we endeavor to educate the whole child, affirming the cultural histories and identities of all our students, we seek faculty and staff who are knowledgeable and experienced in helping each student grow. We are a community of lifelong learners who value social justice and actively participate in civic engagement. If you see this approach as critical to meaningful education, we urge you to apply.

POSITION OVERVIEW: The Director of Enrollment & Outreach leads the school's pre-K through 8th grade student recruitment, admissions, enrollment management, retention, and marketing efforts. As a member of the school's senior leadership team, the Director leads the Enrollment and Outreach team and reports directly to the Head of School.

PREFERRED QUALIFICATIONS

- Strategic marketing & outreach expertise, preferably in a school and/or community-based context
- Admissions & enrollment experience, with demonstrated success in strengthening enrollment by creating and executing strategic initiatives and plans
- Demonstrated commitment to equity, inclusion, and belonging as foundational elements of an organization's community-building, operations, and culture
- Demonstrated commitment to lifelong learning.
- Demonstrated ability to manage projects from start to finish
- Exceptional, empathic communication skills: ability to build and maintain connection through interpersonal and written communication and conversation
- Experience in collecting, analyzing, and reporting data to inform planning and decision-making and growth
- Demonstrated ability to supervise, mentor, and collaborate with a wide range of constituents and community members in varying organizational roles
- Familiarity with technology platforms and software that support enrollment and outreach activities
- Knowledge and curiosity about the needs and development of children: prior teaching experience a plus.

- College degree

PRIMARY POSITION RESPONSIBILITIES:

- Oversees the comprehensive admission program, from inquiry to enrollment of new students, and provides leadership for a comprehensive enrollment management program that tracks and supports the retention of enrolled students from point of entry to graduation.
- In collaboration with the Head of School, develop and implement a strategy for admissions, including forecasting for sustainability; develops and orchestrates an annual action plan to meet short and long-term admission, retention and revenue goals.
- Lead the Enrollment & Outreach team in designing and implementing marketing, communication, and recruitment strategies; evaluating all aspects of the admissions, marketing, and communications program and collateral, including the school's website, and presenting the school to prospective students and families.
- Plan and implement robust admissions and retention-related events that amplify and align with the school's "seen and supported" culture.
- Train and engage faculty, staff, student, and community ambassadors in admission and retention-related messaging.
- Lead the Individual Family Tuition committee in reviewing and evaluating yearly applications for awards
- Direct the systematic and engaging execution of the application process, working closely with the Enrollment Coordinator to ensure a holistic decision-making process with successful, mission-aligned outcomes for families and the school.
- Evaluate and communicate final admissions decisions to candidates and families, in coordination with the Enrollment Coordinator, and supervises the sending of decisions and other decision-related communications.
- Maintain strong relationships with local preschools and other feeder schools and cultivate new relationships.
- Utilize data and current research to plan, implement, and evaluate enrollment and outreach strategies and tactics.
- Maintain and contribute to a positive, professional, results- and relationships-oriented environment in which confidentiality and integrity are essential ingredients.
- Represent the school at admissions-related professional organizational meetings.
- Other duties as assigned by the Head of School

TO APPLY

Please submit a resume, letter of interest, and two professional references to the Hiring Committee at DEOemployment@theberkeleyschool.org.

Salary and benefits are competitive and commensurate with experience. We are an equal opportunity employer and do not discriminate on the basis of race, ethnicity, age, gender, sexual orientation, or gender identification.