

Waldorf School of Cape Cod

Enrollment Director

Primary Function: The Enrollment Director is responsible for the development of enrollment and public relations strategies that will enhance the awareness of the Waldorf School of Cape Cod to increase enrollment, as well as facilitate all aspects of admissions and retention. This position will work directly with key constituencies within the WSCC to insure that enrollment goals and strategies remain a common focus of attention.

Hired by: College of Teachers and Board of Trustees

Reports to: Administrator

Term: The term will be employee-at-will, with annual review by the Administrator, with input from College of Teachers and Board of Trustees and others, as appropriate

Core Competencies:

Knowledge of Waldorf school philosophy, principles and methods, and a commitment to the spiritual foundation of the school and the study of Anthroposophy is essential. The person in this position must be able to exercise prospective thought and creative planning in terms of setting goals, implementing strategies, and achieving objectives. The Enrollment Director should have the ability to build relationships with the community groups, current and prospective parents, and the general public. This person must be flexible and work effectively with the Administrator, board of trustees, the college of teachers.

Qualifications:

- Excellent interpersonal and communication skills;
- Be able to work independently and thrive in a busy environment;
- Be an effective communicator, in writing as well as orally;
- Possess a solid understanding of the principles of public relations;
- Have experience working with community groups, private and public agencies;
- Be computer literate and able to learn new systems.

Enrollment:

- Be an enthusiastic and articulate spokesperson for the school
- Use a variety of techniques, including community outreach, advertising, fairs, seminars, etc., to draw prospective families to the school;
- Track enrollment statistics and report to the Board;
- Plan, oversee and participate in WSCC Open House events; work with all fair and event committees;
- Orchestrate the use of all appropriate tools, including advertising, public and community relations and web site activities;
- Enrollment: o present and promote WSCC to the outside community;
- Review school communications for consistency and appropriate representation of the school;
- Conduct exit interviews with families leaving the school for any reason, including graduation;
- Maintain a system for monitoring and collecting alumni demographics and use success stories in public and community relations;
- In collaboration with the faculty, Board and PTO, plan and oversee programs to educate parents in the principles of Waldorf education, school governance, and conflict resolution;

- Serve on the Board as an ex-officio member, and at the request of the Board President, on Board committees dealing with enrollment, public and community relations, admissions and retention.

Admissions:

- Manage all aspects of admissions and shepherd applicants from initial application to matriculation or withdrawal of application;
- Maintain records on disposition of all applications.
- Help to retain currently enrolled families by maintaining awareness of issues affecting school enrollment and parent satisfaction, and help faculty and administration to manage enrollment and retention concerns.
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Networking and Communications:

- Assist the Board or any group within the school which is communicating with the outside community to understand and be consistent regarding the school's mission and the importance of enrollment, development and positive community relations;
- Coordinate the assistance of outside consultants and mentors in the areas of enrollment, public and community relations, admissions and retention of students.