



Position: Director of Admissions

Primary Supervisor: Vice President of Enrollment Management

Job Status: Regular, Full-time / Exempt

Position Summary:

The Director of Admissions serves as the leader of La Salle College Preparatory's admissions operations and plays a key role in the school's sustainability and long-term success. From leading top-funnel messaging and interest-generating programs through the admissions decision and registration process, the Director of Admissions is responsible for working collaboratively with the VP of Enrollment Management and other members of the Enrollment Management, Communications, and School Administration teams in achieving La Salle's admissions and enrollment goals each year.

Primary Responsibilities:

- Leads all admissions funnel operations and functions - from public interest/inquiries through the registration of new students.
- Serves as the main point of contact and reference for prospective families and partner schools, alongside the Admissions & Enrollment Officer
- Represents La Salle at admissions-related events and opportunities, with the aim of attaining the school's board-set budgeted student enrollment/net-tuition goals and developing an enrollment funnel capable of reaching a stretch goal of 500 total applications and enrolling approximately 160 freshmen per year.
- Responsible for the admissions recruitment and outreach of new students – generating leads, following up with prospective families, converting leads to applicants, and hosting/attending school and parent nights.
- Manages, plans, and coordinates public-facing admissions events, for prospective families and partner schools, in conjunction with the Admissions & Enrollment Officer and Enrollment Management team.
- Coordinates the strategic allocation of new family financial aid and scholarship awards, working closely with the VP of Enrollment Management and Financial Aid Team.
- Assists the Enrollment Management team with the re-enrollment process at La Salle.
- Oversees, manages, and develops the Admissions Student Ambassador Program, Alumni Ambassador Program, and Parent Ambassador Program.
- Responsible for maintaining updated partner school records and admissions historical data, trends, and forecasting.
- Works collaboratively with the Director of Global Programs on international/global student recruitment and admissions.

- Proactively seeks internal and external collaborative, marketing, and engagement opportunities for admissions and enrollment purposes amongst school and alumni events and activities.
- Uses admissions and school systems (SchoolAdmin, PowerSchool, Google platforms) to manage leads and communications with prospective families effectively
- Proactively seeks continuous improvement and professional development opportunities with outside colleagues, organizations, and subject-matter experts that benefit La Salle's personnel, systems, operations, and tools.
- Exercises strong leadership and professional decision-making on behalf of the admissions team and La Salle College Preparatory.
- Works collaboratively and positively with the VP of Enrollment Management, Admissions & Enrollment Officer, Communications and Marketing Manager, Academic Leadership Team, and extended Enrollment Management and Communications Team to execute La Salle's annual admissions, enrollment, marketing, and communications goals.

Minimum Qualifications:

- Relevant experience working in admissions, marketing, and/or school recruitment efforts.
- Proficient in G-Suite or Office Suite programs and tools
- Ability to learn and use admissions and enrollment tools (Ex. SchoolAdmin, FACTS Financial Aid Management, etc.)
- Enthusiasm for work in a private school environment, proactive with a strong work ethic and morals.
- Excellent writing, editing, grammar, and interpersonal communication skills
- Ability to develop creative ideas and concepts
- Strong team player with a positive attitude and able to work well with members of the La Salle community
- Ability to plan and lead large events and manage multiple deadlines and projects
- Willingness to travel locally and attend evening and night events on and off-campus
- Well-organized and detail-oriented work ethic

Preferred Qualifications (in addition to or more than the above qualifications):

- At least five years of relevant experience working in admissions, marketing, and/or school recruitment efforts.
- Working knowledge of the San Gabriel Valley / Pasadena region K-8 schools and competitor schools in the local market
- Strong demonstrated communications and marketing skills
- Excellent data and dashboard management and analytical skills
- Relevant experience working with admissions and enrollment platforms
- Relevant experience with enrollment management practices and funnel management
- Relevant experience with financial aid and scholarship management and allocation

Position Requirements:

- Some weekend and evening work is required
- Bachelor's degree from an accredited four-year university
- Ability to successfully complete a background screening and other employment conditions
- This position requires the physical demands of a standard office environment, including the ability to occasionally lift and/or move up to 15 lbs.

Compensation:

Competitive salary commensurate with experience, in addition to La Salle College Preparatory's competitive benefits package.

Application Details & Timeline

Application Open Date: May 10, 2023

How To Apply: Interested candidates should [apply online via LinkedIn](#) OR email their resume and cover letter to VP of Enrollment Management, Keenan Kurihara, at kkurihara@lasallehs.org.

Position Application Period: The position application will close after the role has been filled. The ideal candidate will be able to start in June/July 2023.

Application Process:

- Selected applicants will be asked to complete an interview (in-person or via Zoom) with the Vice President of Enrollment Management.
- Semi-finalists will be called for a panel interview with the school administration team.
- The finalist will be notified via email and phone, with a desired start date of July 2023 (semi-flexible).