

Old Trail School

Old Trail School is an independent, coeducational day school for students aged two through grade eight. Located within Cuyahoga Valley National Park in Bath, Ohio, the School offers a personal, nurturing and academically challenging program to students and families in a five-county region that emphasizes excellence in academics, athletics and the arts.

Old Trail School is an Equal Opportunity Employer and all employment decisions are made without regard to religion, gender, race, color, national or ethnic origin, marital status, sexual orientation, physical challenge, or veteran status. This policy extends to all aspects of recruiting, hiring, promotion, training, compensation and benefits.

If you have questions or a grievance related to this policy, please contact Sarah Johnston, Head of School, at 330.666.1118 or mail to: Old Trail School, 2315 Ira Road, P.O. Box 827, Bath, Ohio 44210-0827.

POSITION: DIRECTOR OF ENROLLMENT MANAGEMENT

START DATE: JULY 1, 2019

REPORTS TO: HEAD OF SCHOOL

CLASSIFICATION: FULL-TIME, EXEMPT; SALARIED WITH BENEFITS

HOURS: 8 A.M. - 5 P.M.

COMPENSATION: COMPETITIVE WITH AREA INDEPENDENT SCHOOLS

JOB DESCRIPTION:

Old Trail School is seeking an experienced admission professional to serve as the Director of Enrollment Management and a member of the Senior Management Team. The Director will report directly to the Head of School and will manage a team of two admission counselors. An ideal candidate will have admission experience in a competitive marketplace (ideally in an independent school environment) as well as a background in education, either in classroom experience or degree. This position will be responsible for leading the Admission Office in strategy and execution.

The candidate should have an appreciation for independent schools and the unique experience they offer students as well as the challenges they face in the northeast Ohio market. A competitive spirit and team mentality in addition to a positive and engaging disposition is necessary. A candidate who is a natural storyteller and has an infectious personality is a plus!

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop a long-term strategic enrollment plan for the School in conjunction with the Head of School.

- Develop long-term, sustainable strategies around financial aid and scholarship awards.
- Work closely with the Marketing/Communications Office to craft an authentic marketing representation of the School. Identify key target markets to effectively market the distinctions of an Old Trail School experience.
- Work with the Development Office to increase alumni engagement efforts.
- Work closely with the CFO to create a sustainable financial plan with respect to tuition revenue and enrollment.
- Oversee the annual determination of financial aid and scholarship awards.
- Regularly report to the Board of Directors regarding current data and outcomes analysis.
- Have a solid understanding of the strategic direction of the School, with respect to enrollment management and effectively communicate this direction to key stakeholders.
- Manage all admission-related benchmarking and comparative data, including regular reporting and analysis of trends.
- Committed to ongoing professional development in both admission and financial aid while staying abreast of new standards to successfully implement changes in policy and practice.
- Represents Old Trail School in the community and at sponsored events
- Is a key leader and knowledge expert in the School with all matters related to Admission and Enrollment Management
- Foster relationships within the community and with neighboring independent feeder schools to support Old Trail School students' matriculation.
- Responsible for managing the Admission and Marketing budgets and operating within financial parameters and guidelines.

REQUIRED SKILLS:

- Bachelor's degree required; Master's degree preferred
- At least 5-7 years of admission experience, preferably in independent schools.
- Proven success at working collaboratively in educational leadership
- Ability to use data and trends to drive strategic planning
- Excellent oral and written communications skills
- Proven success at working collaboratively in educational leadership
- Experience with Microsoft products/Google suite
- Ability to adapt to and learn new technologies; experience with Blackbaud and OnBoard products or equivalent enrollment management software.

The Director of Enrollment Management is also required to perform any task assigned by the Head of School on an "as needed" basis. It is expected that the Director will show initiative in problem-solving, be of assistance to fellow colleagues, and contribute to the School in a positive and proactive manner.