



Director of Enrollment Management

Our Mission

Charles Armstrong School unlocks the unique potential of students with dyslexia and related learning differences, changing the trajectory of their lives.

Our Values

*We are **student-centered**.*

- Our instructional approach embraces neuro-diversity.
- We nurture and celebrate individual strengths and talents.
- We cultivate self-confidence and the joy of learning.

*We **grow** together.*

- Our highly-trained faculty foster continuous student growth within a supportive environment.
- We educate and actively partner with families.

*We honor **community**.*

- Our students' shared experience cultivates a sense of belonging.
- Our families, faculty, and staff develop meaningful, lasting relationships.

Currently Charles Armstrong School is seeking a Director of Enrollment Management beginning July 2019. The ideal candidate will be a strategic, thoughtful leader; experienced writer; problem solver and team member.

Position Overview

- The Director of Enrollment Management reports to the Head of School and is responsible for setting strategies and implementing strategic plans to achieve and maintain optimal enrollment in both lower and middle school programs.
- The Director of Enrollment Management is a key member of the school's Leadership Team, and will work in close collaboration with the Head of School, the CFO, the Director of Development, and the Division Directors.
- As the inspirational leader of Enrollment Management, the Director is responsible for generating new leads, fostering continuous relationships with feeder schools and overseeing the operational effectiveness of the admissions process from inquiry through admission. The Director will formulate forward-thinking, strategic application and enrollment policies.

Essential Duties and Responsibilities

The Director of Enrollment Management will:

- Be responsible for managing all facets of the admissions process in the school's effort to attract, enroll, and retain a diverse and dynamic student population, all of whom are a strong fit with Armstrong's mission to serve students with dyslexia.
- Work closely with every perspective family and student in the Admission process.
- In collaboration with the Head of School and CFO, define an enrollment strategy based on the school's admission data analysis and current local and national trends.
- Work in collaboration with the Director of Development to define and message the school's internal and external admissions communications to ensure a consistent message and vision of Charles Armstrong School.
- In collaboration with the Director of Development and Head of School, onboard new families in concert with our mission and values.
- Supervise the Admission Coordinator.
- Prepare for and facilitate weekly Admission Committee meetings.
- Understand the culture and climate of the school and the broader educational environment.
- Foster high ethical standards, integrity, and respect for colleagues, alumni, parents, and students throughout the admissions process.

Other Duties

- Conduct school tours with prospective families.
- Create a welcoming presence when parents and professionals visit/tour the school, and interpret the unique mission of Charles Armstrong School and the benefits for students attending the school.
- Observe classes on a regular basis while working closely with faculty to gain an intimate and detailed understanding of Charles Armstrong's mission and teaching methodologies.
- Represent the school at various recruitment events; speak publicly to individuals and groups on and off campus about the value of an Armstrong education, the experience, and the admission and financial aid process.

Qualification Requirements

Experience:

- A Bachelor's degree; Master's degree preferred.
- Five to seven years of experience in education, preferably in admissions.
- Previous successful experience in independent school admission departments.
- Experience with admissions marketing preferred.
- Experience with students with Dyslexia and related learning challenges preferred.

Skills:

- Demonstrated leadership qualities and ability to think critically and creatively.
- Demonstrated ability in working with families.
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.
- Sensitivity to economic, cultural, and other issues present in the enrollment of a diverse student body.
- Proficient in Admissions software and databases.
- The ability to work collaboratively with other school community members.
- Outstanding oral and written communication skills.

Specific to our LD School:

- An understanding of the complex area of dyslexia through personal or professional experience; knowledge of diagnoses, treatments, therapies, and educational approaches for learning differences preferred.
- Experience sustaining long-term working relationships with communities of psychologists, educational consultants, evaluators, teachers and educational professionals.
- Knowledge of the IEP process preferred.
- An ability to read a neuropsychological evaluation and articulate its implication for learning.

Charles Armstrong School offers:

- Competitive salaries commensurate with experience
- Competitive medical, dental and vision benefits, 403b plan
- Tuition reimbursement
- Professional development program for faculty, administration and staff

Direct resumes and cover letter to

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Head of School

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Charles Armstrong School is the premier school for children with dyslexia and learning differences in the San Francisco Bay Area with a national reputation for excellence. Charles Armstrong School is a non-profit, independent, coeducational day school of approximately 240 students in grades 2-8. Charles Armstrong School is an Equal Opportunity Employer.