

Position Announcement

Director of Admissions Center for Early Education West Hollywood, CA

The Center for Early Education, (CEE) is an independent, Toddler-grade 6, co-educational school of 540 students, located in West Hollywood CA, on an urban campus adjacent to the cities of Los Angeles and Beverly Hills. CEE was founded in 1939 by a group of parents who were passionate about respecting the inner world of a child. CEE is dedicated to the needs of young children. With an early childhood philosophy, strong community and culture, emphasis on diversity and inclusion (51% of students and 40% of faculty identify as people of color), CEE is a top choice for families in Los Angeles. Reporting to the Head of School, the Director of Admissions is responsible for strengthening enrollment management practices at CEE and for directing all aspects of admission: outreach, recruitment, assessment of applicants, and onboarding of new families. The Director of Admissions oversees all day-to-day operations and admissions programs for approximately 950 Toddler grade 6 applicants.

The Center for Early Education has retained The Baker Group, the premier independent school enrollment management consulting firm, to assist in the recruitment of its next Director of Admissions. Interested candidates are asked to submit, in an electronic file, their resume, a one to two-page cover letter, and names and contact information of three references, directed to Christine H. Baker at: cbaker@thebakergroup.com. Please submit materials by March 1, 2019.



DIRECTOR OF ADMISSIONS JOB DESCRIPTION

POSITION SUMMARY

Reporting to the Head of School, the Director of Admissions oversees and implements all facets of the admissions process. The Director of Admissions plays a vital role in the Center for Early Education (CEE) community and will be expected to create an enrollment management infrastructure, starting with the existing strengths of the Admission Office, and providing initiative and leadership in the facilitation of an enrollment management mindset. The Director will conduct research and implement strategies to ensure that the School achieves the enrollment goals set by the Board of Trustees and Head of School. As one of the school's most visible spokespersons, the Director of Admissions represents CEE to all constituents, which includes students, parents, alumni, faculty and administration, and represents the school at conferences and with professional organizations

DUTIES AND RESPONSIBILITIES

- Provides leadership in enrollment management, which includes admission, marketing, and recruitment and directs the process of attracting, enrolling and retaining students at The Center for Early Education.
- ◆ In collaboration with the Head of School, sets annual enrollment action plan and admission goals, in accordance with the school's mission to promote economic, racial, ethnic, and family makeup diversity in the student body, based on enrollment goals set by the Board of Trustees.
- ◆ Continues efforts to broaden diversity of all kinds at the school, including socio-economic and racial and ethnic diversity, through outreach to families and working with community-based programs.
- ◆ In collaboration with the Financial Aid Committee, manages the School's financial aid budget and allocation of resources.
- ◆ Manages new student enrollment and assists with the reenrollment of current students in close connection with the Division Heads, Business Office, and the Head of the School.
- ◆ Understands and informs the senior team, Trustees, admission staff and community about research and demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- ◆ Oversees the involvement of parent volunteers, faculty and Board members in the general marketing of the School to prospective parents, including selection and training of all parent tour guides. Works closely with the Director of Advancement in coordinating the admissions office volunteer network.

- ◆ Collects information on how the School is viewed in the community, through ongoing surveys to prospective parents, conversations with parents, consultants and feeder schools, and, as necessary, work with consultants.
- ◆ Leads the admission marketing and branding efforts, in conjunction with the Director of Communications. Oversees the production, placement, and distribution of all admission literature, publications, and marketing materials. Develops and implements strategic marketing ideas, including a digital marketing plan.
- ◆ Responsible for initial communication and interaction with inquiries, and for continued communication and interaction for applicant and accepted families.
- ◆ Coordinates programs relating to admissions activities. Calendars and oversees admission events such as Tour Guide Orientation, Open Houses, Kindergarten Screenings, Interviews, Student visitors, New Parent Orientation, and the Orientation for new 2nd-6th Grade students.
- ◆ Maintains database for all admissions files.
- ◆ Interviews many of the families in the admission process. Participates in the evaluation of children at Kindergarten Screening and all elementary applicant visitors.
- ◆ Attends weekly administrative meetings, regular meetings of the Board of Trustees, as well as participating as a committee member of Board Committees as assigned.
- ◆ Represents and makes presentations for the school at admission activities both in and outside the school. Communicates on an ongoing basis with other elementary admissions directors and heads of preschools. Hosts meetings for these groups and participates in local and national meetings of admissions and financial aid groups.
- ◆ Extends himself/herself beyond the responsibilities of a job description when the need arises. Assists Head of School with all other duties as assigned.

Job Specifications:

- *Bachelor's degree, Master's degree preferred*
- *Five years of admission and financial aid experience*
- *Strong commitment to PK-6 education and to Center for Early Education's mission and kind and inclusive community.*
- *Experience at an institution with core values and mission similar to CEE, that embraces diversity. Has exhibited success with diversity in admission*
- *Superior communication skills both written and spoken*
- *Sense of humor, flexibility, poise, confidence and an appreciation for collaboration*
- *Proficiency with admission software, Word, Excel, PowerPoint and Google applications.*
- *Willingness to work extended hours, including early mornings, evenings and weekends*
- *Proficiency with social media.*
- *Recognized as a leader in independent schools*
- *Elementary or Early Childhood Teaching experience*
- *Not influenced by celebrity/wealth.*
- *Ability to exercise good judgment and use discretion with confidential information*
- *Ability to say 'no' in a graceful manner that makes the applicant family feel that they were treated fairly and kindly in the process.*

This 12-month position includes 4 weeks of vacation and 2.5 weeks of Paid Leave.