ASSOCIATE DIRECTOR OF ADMISSIONS

JOB SUMMARY:
This position reports to the Director of Admissions and is a member of the Advancement Team. The Associate Director of Admissions partners with the Director of Admissions in leading and supporting the creation and attainment of strategic enrollment management goals for Louisville. Together, they are the first and primary point-of-contact from the school to the external world. Working as a collaborative team, they must enthusiastically represent the spirit, culture, mission, and vision of Louisville to current and prospective students, their families, and influencers in a warm and professional way. The primary role of the Associate Director of Admissions is to work collaboratively with faculty and staff to envision and enact on-campus points of contact between prospects and Louisville. Secondarily, this position will be the lead for retention efforts to ensure a high graduation rate.

ESSENTIAL FUNCTIONS:
- Participate in the development and implementation of strategic enrollment targets
- Enthusiastically articulate Louisville’s vision, mission, history, academic offerings, and extra-curricular programs to prospective families and influencers; be able to sell the benefits of an all-girls Catholic environment and the uniqueness of that offering
- In partnership with the Director of Admissions, be the public face of Louisville at community events, recruitment visits, and on-and off-campus events throughout the year
- Coordinate the efficient delivery of a strategic enrollment management process that tracks every prospect taking care that every inquiry is answered, assistance is provided, tests are administered, interviews are scheduled, and registrations are completed
- Maintain and update all student records
- Coordinate Student Ambassador program
- Serve as the point person for parents with questions or concerns about the admissions process
- Manage the preparation of all communication between Louisville and prospective families for mailing or distribution at on- and off-campus events
- Act as the primary point of contact for all on-campus recruitment events, including but not limited to 8th Grade Visit Day, Open House, Shadow Tours, HSPT Testing, Welcome BBQ, etc.
- Attend off-campus recruitment events, including but not limited to high school nights and classroom visits
- Responsible for the creation and execution of a comprehensive retention program to boost graduation rates; plan should include strategic targets and strategies for attainment
- Develop and execute a comprehensive student, parent, alumnae volunteer program to assist in recruitment efforts where appropriate
QUALIFICATIONS:
- Bachelor’s degree in Marketing, Business Administration, Communications, or related field; or 3 years' experience in an enrollment management position
- Excellent written and oral communications and presentation skills
- Must possess an outgoing, personable, and approachable personality
- Ability to handle sensitive and confidential situations
- Must be eager to learn and take ownership of their role
- Must be collaborative, innovative, professional, and enthusiastic
- Demonstrate exceptional organizational skills and ability to multi-task in fast-paced setting
- Ability to work evenings and weekends as necessary