



## Charleston Day School

### Director of Enrollment

Charleston Day School seeks a new Director of Enrollment beginning in July 2018. Charleston Day School is a coeducational, K-8 school of 250 students, located in the heart of historic Charleston, South Carolina. The Director of Enrollment works in close collaboration with the Director of External Affairs and the Head of School and serves on the School's administrative leadership team. In addition to admissions experience, a strong marketing background is required.

Interested candidates should send a cover letter and resume to [registrar@charlestday.org](mailto:registrar@charlestday.org).

#### Responsibilities:

- Under the direction of the Head of School and with the support of the Director of External Affairs, work to forward the mission, vision and philosophy of Charleston Day School
- Formulate and execute data-informed strategic admission and enrollment practices
- Develop and implement a strategic recruitment, marketing and communication plan to reach both traditional and new market audiences
- Expand outreach and recruitment efforts to attract and enroll mission-appropriate students to meet enrollment goals
- Develop, maintain, and grow relationships with local feeder schools
- Track and manage prospective students from inquiry to enrollment
- Work closely with the School's business office to ensure enrollment contract and onboarding processes are clear and efficient
- Analyze data and identify trends that impact enrollment outcomes to inform decision-making
- Communicate clearly to all faculty and staff and present and prospective students and families an enthusiastic endorsement of the School
- Actively participate in the life of the School
- Develop and engage in strategic partnerships to increase visibility of the School
- Perform other duties as assigned by the Head of School

#### About Charleston Day School

Charleston Day School (CDS) is a coeducational K-8 day school located in the heart of downtown Charleston, a city rich in history and steeped in beauty. The School and the city have been closely intertwined throughout the 80 years of the School's existence, and Charleston is an integral part of Charleston Day School's identity. From its beginnings as a small neighborhood school to its current manifestation as a vibrant 250-student urban institution that serves families throughout the city, CDS has steadfastly maintained a reputation for both rigorous academics and emphasis on character development. The mission of CDS is "to foster scholarship, integrity, respect, and responsibility" in its students. CDS is fully accredited by the Southern Association of Colleges and Schools (SACS) and the Southern Association of Independent Schools (SAIS). For more information on Charleston Day School, please visit our website at [www.charlestdayschool.org](http://www.charlestdayschool.org)