



Charleston Day School

Director of Enrollment

Charleston Day School seeks a new Director of Enrollment beginning in July 2019. Charleston Day School is a coeducational, K-8 school of 260 students, located in the heart of historic Charleston, South Carolina. The Director of Enrollment reports directly to the HOS and works in close collaboration with the Director of Advancement and serves on the School's administrative leadership team. In addition to admission experience, a strong marketing background is preferred.

Interested candidates should send a cover letter and resume to registrar@charlestday.org.

Responsibilities:

- Under the direction of the Head of School and with the support of the Director of Advancement, 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 to reach both traditional and new market audiences
- Create and execute an admission experience that represents and supports the school's mission and core value.
- 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
- Present an enthusiastic endorsement of the School to prospective students and families
- Actively participate in the life of the School
- Develop and engage in strategic partnerships to increase the 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 82 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 260-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.