



Director of Enrollment and Financial Aid

The Director of Enrollment and Financial Aid oversees all aspects of admission, financial aid, enrollment, marketing, and re-enrollment efforts (with the exception of billing and registration). The Director of Enrollment and Financial Aid works closely with all school constituencies, including the Head of School, The Business Director, and the Board of Trustees, contributing to institutional planning, policy development, and decision making. Finally, the Director of Enrollment collaborates on the communications and marketing functions of the school.

The Co-op School Admissions team consists of the Director of Enrollment, the preschool, elementary and middle school division heads and the literacy and learning specialists. This group works collaboratively to attract and retain students appropriate to the school's strong mission. The Director of Enrollment and Financial Aid must possess a warm, collaborative, energetic and entrepreneurial spirit.

Job Function:

- Develop comprehensive strategic and tactical plans to achieve The Co-op School's annual and long-range enrollment and financial aid goals.
- Meet annual enrollment targets and manage the financial aid budget and process.
- Oversee all enrollment programs, including Admissions activities, special outreach events, tours, fairs, admission testing, etc.
- Cultivate prospective students and their families and work closely with division heads to promote student retention.
- Represent The Co-op School at various community events and create an inclusive and engaging enrollment experience and retention process involving all Co-op School constituencies.
- Track, analyze and report on enrollment and retention trends and initiatives and follow independent school community trends and the work of NAIS.
- Participate actively in communications, social media and marketing functions of the school.
- Function as a creative and collegial member of an outstanding administrative team and a highly engaged member of a vibrant and diverse school community.

DESIRED QUALITIES AND QUALIFICATIONS :

- At least three to five years of experience working with admission, financial aid and enrollment management
- Demonstrated leadership and expertise developing and implementing enrollment strategies, events, and constituent relations
- Proven experience with communications, marketing, and market research
- Experience working within a diverse learning community
- Outstanding ability to manage multiple projects, meet deadlines and continuously improve enrollment strategies

- Committed to teamwork and able to collaborate to align enrollment and financial aid strategies with the school's strategic and financial plans
- Excellent written and verbal communication skills
- Personal and professional integrity combined with warmth, a sense of humor and a creative, can-do attitude
- Strong statistical background and experience with data analysis
- Excellent command of Google Workspace suite of applications and familiarity with CRM systems preferred

TO APPLY

Interested and qualified candidates should submit (preferably in separate PDFs) the following materials:

- A cover letter expressing interest in this particular position
- A current and comprehensive résumé
- Writing samples: 2-3 pieces geared towards different constituencies
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission)
- All materials should be sent electronically to Evelyn Espinoza, Director of Human Resources at evelyn@thecoopschool.org. The cover letter should be addressed to Deanna Bocchetti.