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EMPLOYMENT LISTING

Associate Director of Admission, Middle School and International

St Louis, MO

Summary: Principia is looking for an Associate Director of Admission for Middle School. The Associate Director of Admission leads and manages all aspects of the Middle School & International Student admissions and enrollment activities. In this role, you will be responsible for all recruitment, application, enrollment and retention relationships/communication and processes with students and families. Your positivity, teamwork, innovativeness, and strategic thinking will be key to your success. Reporting to the Director of Admission, you will play a critical role in planning, management, and implementation of prospective student/parent/family Middle School & International visiting programs. You'll collaborate with other level Associate Directors and Leadership Team administrators as well as students and families.

Primary Responsibilities

Recruiting/Retention

- Follows up on general inquiries for Middle School.
- Serves as a primary recruiting contact with prospective families for the Middle School.
- Presents information regarding the school's programs and tuition in a factual and ethical manner.
- Establishes, develops, and maintains field relationships (prospects, parents, alums, Principia Club officers, CS organizations, field representatives, etc.), to improve recruiting, as well as discover new students for the database.
- Logs records of all communication between admissions staff and current and prospective families.
- Partners with the Alumni Relations office and provides recruitment presentations at on and off-campus events and travels nationally as needed.
- Coordinates and conducts tours to ensure the Head of School/Directors/Principals, plus key teachers will engage with the prospective family for an optimum tour experience.
- Develops relationships with feeder schools and outside organizations to increase prospect pool.
- Collaborates with other campus administrative staff to ensure high-quality customer service before, during, and after tours.
- Develops, manages, implements, and oversees the Middle School visiting program. Supervises student ambassador, student tour guide, and parent ambassador program including the selection of participants, training, mentoring, and scheduling for them.
- Assists with related retention activities and events.
- Cultivates and maintains relationships with new and current Middle School families.

- Continuously develops Middle School knowledge of activities and initiatives to share with prospective families.

International Recruiting and Process

- Serves as international front-line recruiting representative for Principia School.
- As a DSO, maintains working familiarity of SEVIS system and coordinates needs of Admissions with the work of the PDSO officer per SEVIS regulations. Supporting PDSO as needed: providing Admissions documentation/letters to generate I20s, verifying student arrival and departure to/from campus, especially if entering or leaving the USA, signing paperwork, and maintaining key dates and statuses of students in the SEVIS system. Along with the PDSO, meets with SEVIS rep when they visit our campus, prepares, and maintains records PDSO and SEVIS rep may need to review, etc. Advises families regarding visa process what to expect and potential issues from the embassy perspective.
- Partners with International Student Coordinator to ensure high quality customer service experience.
- Develops travel strategies (location, timing, goals) with the Director of Admission.
- Creates, builds, and maintains relationships with key partners in other countries.
- Coordinates and Travels Internationally as needed.
- Organizes and executes an annual virtual international visit.
- Advise of TOEFL/Duolingo test dates/times.
- Arranges international interviews with International Student Coordinator.
- Sends Admit/Reject Letters.
- Guides in the application process, including break plans, TB test results, passport, Certification of Finances form, and Financial Aid award letter.
- Provide appropriate I-20 form/embassy letters for admitted students.
- Tracks and monitors Visa process for all admitted international students.
- Maintains records for all international students and obtains/maintains SEVIS certification.

Marketing

- Partners with departments outside of Admissions including Tuition Assistance and Marketing to ensure the delivery of a high level of service to every student family.
- Performs outside community marketing as needed to ensure we have strong brand awareness in local markets and to generate incremental increases in lead flow.
- Participate in recruiting strategy discussions with marketing as needed to help develop effective market strategies.
- Assist Marketing with the development and maintenance of Middle School website content.
- Reviews all Middle School marketing materials.
- Serves as the primary contact for new local Middle School families. Cultivates relationships with new families throughout the year.

Process

- Active in recruiting and retention – encouraging visits and continued enrollment.
- Maintains documentation of communications with families and prospective students.
- Conducts campus tours for prospective families and other individual and group visitors.
- Maintains CRM system input, upkeep, and follow-through for Middle School enrollment.
- Provides coaching and training to Middle School Fac/Staff to ensure the highest levels of customer satisfaction during campus visits.

- Conducts interviews with prospective student families. Evaluates the prospective student's needs, interests and qualifications while providing clear and concise information to help the prospective student family make an informed decision to attend or not attend the school.
- Professionally assists prospective families through the admissions process in accordance with all school policies and procedures, in a timely manner and in compliance with all accrediting standards and requirements.
- Reviews and prepares all application documentation for committee review.
- Participates on the Middle School admission committee.
- Communicates decision results with families.
- Assists with onboarding of new families.

Strategy

- Consistently achieves the expected goals and objectives of quantitative and qualitative metrics as defined by the Director of Admission.
- Collaborates with the Director regarding strategic processes, planning, reporting and communications.
- Actively problem solves and acts to urgently address any shortfalls against enrollment targets.
- Develops and maintains strong working relationships with the administration, Head of School, faculty, staff, parent ambassadors, and coaches.
- Attends conferences and industry events to stay current and ensure best practices.

Misc.

- Supports recruiting efforts through daily metaphysical work.
- Provides feedback to database administrator to improve internal systems.
- Assists with Book Store support.
- Performs other duties as assigned.

Core Competencies

- **Team players:** Ability to collaborate and partner with peers and senior leaders is critical, with an ability to listen, give and receive feedback, and be comfortable exchanging ideas and speaking candidly in a professional and collegial manner
- **Relationship Builder:** Builds and sustains strong connections with a genuine interest in others
- **Results Driven and Productivity:** Ability to prioritize and deliver results in a high-volume environment
- **Communication:** Communicates well (written and verbal), delivers compelling presentations, has strong listening skills, passion and drive, and both intellectual and emotional intelligence
- **Innovative:** Presents a problem-solving mindset that helps our team come up with creative solutions to challenging issues, with a mentality of self-improvement and organizational excellence; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas
- **Technical Skills:** Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills
- **Planning and Organizing:** Prioritizes and plans work activities; uses time efficiently; manages multiple projects and tasks simultaneously

Minimum Qualifications

- Member of Christian Science Church and/or Organization and completed Christian Science class instruction*
- Supportive of Principia’s mission, vision, and values as articulated here <https://www.principia.edu/about/mission>
- Mature, positive, and collaborative with a proven track record of exceptional customer service skills
- Demonstrable organizational and time management skills – ability to multi-task and juggle multiple priorities in a fast-paced environment.
- Ability to achieve success individually and as part of a team in a highly structured, well-defined work environment; collaborates effectively across job types and levels.
- Persistence combined with a positive attitude and approach to work and others – self-motivating work style.
- Demonstrated self-starter; able to work independently and coordinate effectively with a team.
- Willingness to work late and weekend hours during visiting weekends and special events.

*If not currently a class-taught member of a Christian Science church, required within one year of start date.

The statements above describe the general nature and level of work but are not a complete list of responsibilities and are subject to change at the discretion of Principia.

Equal Opportunity

Principia, a mission-driven institution, believes every person has the right to an equitable and respectful educational environment and workplace. Principia does not discriminate on the basis of race, color, national origin, ethnicity, gender (identity or expression), sexual orientation, family status, disability, age, or military or veteran status.

In hiring, admissions, and related decisions, Principia—as an institution with a religious mission—gives preference, where appropriate, to Christian Scientists.

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