

Director of Enrollment Management at La Salle Academy – New York City

Job Purpose: To market the advantage of La Salle Academy as a private, all-male, college preparatory, Catholic high school and to increase the enrollment by engaging more qualified candidates for admission. The school, located in the East Village neighborhood of Manhattan, is part of the international Lasallian network and traces its New York City roots back to 1848.

The Director of Enrollment Management at La Salle Academy reports to the President of the school.

This individual's responsibilities include:

- Supervising the Director of Recruitment and Admissions and assisting with recruitment and admissions related tasks as needed
- Formulating and executing a marketing strategy designed to increase the school's enrollment and the number of families that have the means to pay the posted tuition
- Establishing and monitoring a budget for the work of recruiting, admitting, enrolling, and retaining students
- Collaborating with the Director of Recruitment and Admissions and those personnel in the Advancement Office whose duties include communication in the creation of print, digital, email, and website content focused on the recruitment of students
- Collaborating with personnel in the Advancement Office whose duties include event planning in the development of open house, information night, accepted students' dinner, etc.
- Collaborating with the Principal and Assistant Principals to ensure retention of students
- Collaborating with the President and personnel in the Business Office in administering the awarding and retention of tuition assistance
- Consistently increasing awareness of the mission of the school and its programs, policies, and cocurricular programs
- Serving as a member of the Admissions Committee of the Board of Trustees
- Serving as the Chair of the school's Admissions Committee
- Providing reports to the Board of Trustees at their quarterly meetings

Note: The responsibilities listed above are representative of the position and are not all-inclusive.

This is a full-time position with the Director of Enrollment Management expected to work on site. Six to eight years of experience in marketing preferred. Experience as a supervisor desirable. Familiarity with employment in a school environment a plus. Compensation in the \$87K-\$107K range dependent on education and experience. An interested candidate is invited to send his/her resume to Employment@LaSalleAcademy.org.