



Crowden

Music changes everything

The Crowden School: Director of Admissions

The Crowden School seeks a full-time Director of Admissions to start in summer 2022.

Crowden is committed to creating a diverse environment and is proud to be an equal opportunity employer. We value an inclusive community of students, parents, faculty and staff, and supporters, celebrating our many differences and uniting in our shared love of music of all kinds and origins. Crowden does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Applicants from diverse backgrounds are strongly encouraged to apply.

Background

The uniqueness of The Crowden School's educational mission derives from the central place of music, in particular chamber music, in the school curriculum. The study of chamber music inculcates values by which life can be lived: perseverance, teamwork, community—building something bigger than the sum of its parts.

Last year, The Crowden School experienced a substantial decrease in enrollment. As a result, the school is engaged in a comprehensive process of self-assessment and renewal which will restore it to a state of sustainability. Our new Director of Admissions will play a key role in rebuilding enrollment to its previous level and beyond.

Position Summary

The Director of Admissions is a key member of The Crowden School's administration and is charged with growing admissions. The successful candidate will be responsible for the development and implementation of a comprehensive recruitment strategy, cultivating interest, and overseeing the entire applicant lifecycle.

The successful candidate will work with school leadership to recruit students, shepherd families

through the admissions process, and engage in effective community outreach to expand the school's reputation and admissions penetration in the greater East Bay Area. The Director of Admissions will help to champion an admissions perspective among all Crowden staff, faculty, students, and parents, to help build an internal culture of ambassadorship for Crowden.

Because the Director of Admissions acts as the face of the school to the public, the person in this position must demonstrate a personal understanding of and commitment to the school's unique mission and educational philosophy.

Duties and Responsibilities

Specific responsibilities include, but are not limited to:

- Developing and implementing a comprehensive, strategic enrollment management plan to differentiate the school's unique brand.
- Developing a marketing and advertising plan, collaborating with the Director of Communications to reach prospective families through a variety of media outlets.
- Serving as the face of the school to prospective students and parents, communicating with them as needed throughout the admission process.
- Organizing and overseeing recruitment events, including on-site information sessions and tours, as well as outside conferences, fairs, events, and outreach efforts.
- Collaborating with the school leadership and facilities staff to ensure that the school's physical campus reflects Crowden's values and supports the admissions function.
- Working with the Director of Communications to develop and maintain the school website, social media content, admissions and marketing materials, mailings and publications.
- Developing and managing a team of parent volunteers to support the admissions process.
- Orchestrating the systematic and efficient handling of candidate applications and tracking the submission of necessary supporting documentation.
- Acting as the communications liaison between families and the Financial Aid Committee, explaining the application process and relaying award decisions to families.
- Coordinating with the Principal and Music Director to establish an Admissions Committee, facilitate the evaluation of applicants, and communicate final admissions decisions to candidates and their parents.
- Shepherding newly admitted candidates through enrollment at the school.
- Creating and coordinating with school administrators and faculty to ensure a smooth onboarding process for new families.
- Working with the school administration to maximize the retention of students who are currently enrolled at the school.
- Managing the reenrollment process for currently enrolled students.
- Attending staff and board meetings as requested to report on admissions-related activities.

- Build and maintain relationships with Director of Admissions at peer schools and high school placement counselors throughout the Bay Area.
- The Director of Admissions may be assigned other related duties from time to time.

Qualifications

- Bachelor's Degree with at least 5 years of experience in a similar role.
- Understanding of the Bay Area's current market trends, target demographic, and the skills to translate that knowledge into a successful enrollment pipeline.
- Demonstrated passion for and commitment to The Crowden School's mission of providing a rigorous academic education with chamber music at its heart.
- Professional demeanor with excellent interpersonal, administrative, verbal and written communications skills.
- Superb communication skills and equally comfortable in one-on-one interactions and in small and large groups
- Views admissions and enrollment management as integral to the daily operation of the school.
- Demonstrated strategic and long-range planning skills.
- Demonstrated ability to collaborate and build consensus with internal and external stakeholders at all levels.
- Good judgment, sense of humor, and ability to develop and maintain effective relationships with parents, students, staff and faculty, while maintaining appropriate confidentiality.
- Ability to work occasional evenings and weekends for meetings and events.
- Competency working with computer software programs, including Salesforce or other similar databases.

Compensation

Commensurate with experience.

To Apply

Send cover letter and resume to:

Marion Atherton
Interim Principal, The Crowden School
1475 Rose Street
Berkeley, CA 94702
matherton@crowden.org
No phone calls please.