



## **Director of Enrollment Management and Marketing (Full Time)**

### FOOTHILLS SCHOOL OF ARTS AND SCIENCES

Located in downtown Boise, Idaho, Foothills School of Arts & Sciences is a Pre-K through Grade 9 independent day school. Since its founding in 1992, Foothills has been committed to providing a distinctive learning environment that suits the developmental learning needs of children and adolescents. Teachers take the time to understand students deeply and form strong relationships that enhance learning. Foothills students practice curiosity, creativity, confidence, and perseverance through a project-based program integrated with visual and performing arts. Students develop essential academic competencies, social-emotional skills, and a sense of responsibility to the community. Our campus extends into our downtown location making use of open spaces and cultural institutions on a daily basis. Annual trips take advantage of Boise's location in the Intermountain West. Having recently earned re-accreditation with the Northwest Association of Independent Schools, we are now engaged in mission clarification and strategic planning. The next Director of Enrollment Management and Marketing will join the school at a pivotal moment with the opportunity to shape the future direction of Foothills.

### DIRECTOR OF ENROLLMENT MANAGEMENT AND MARKETING

As a member of the Senior Administrative Team, The Director of Enrollment Management and Marketing at Foothills School of Arts and Sciences (FSAS) is responsible for leading and managing all aspects of the school's enrollment, admissions, and marketing. This includes the selection and onboarding of new families, family engagement and retention, marketing and recruitment, tuition strategy, and strategic enrollment planning. The Director will work collaboratively with other school administrators, the Board of Trustees, and staff to ensure the school's enrollment goals align with its mission and vision. The Director of Enrollment Management plays a pivotal role in fostering cross-functional collaboration across advancement departments to ensure the school's strategic objectives are met. This involves working closely with the Director of Development to align enrollment initiatives with fundraising and development goals, ensuring a cohesive approach to promoting the school's mission and values.

## KEY RESPONSIBILITIES

### 1. Selecting and Onboarding New Families

- Admissions Process Management: Oversee the entire admissions process from initial inquiry to final enrollment, ensuring a smooth, exceptional, and positive experience for prospective families.
- Application Review: Evaluate and review applications to ensure alignment with FSAS's mission, values, and program.
- Onboarding: Develop and implement ongoing programs that support new families' integration into the school community, emphasizing inclusion and belonging.

### 2. Strategic Enrollment Management Planning

- Data Analysis: Collect and analyze enrollment data and trends to inform strategic planning and decision-making.
- Forecasting: Develop enrollment forecasts and set annual enrollment targets in collaboration with the Head of School and the Board of Trustees.
- Strategic Planning: Contribute to the school's long-term strategic planning efforts by providing insights and recommendations on enrollment management.
- Market Research: conduct periodic market research to understand trends and demographics that inform enrollment strategies.
- Reporting: Prepare regular reports on enrollment metrics and updates on goals for the Head of School and the Board of Trustees.

### 3. Family Engagement and Retention

- Retention Committee Leadership: Lead the Retention Committee, working collaboratively with other members to develop and implement retention strategies that promote an inclusive school environment.
- Relationship Building: Foster strong relationships with current families, ensuring engagement and satisfaction amongst all families, including underrepresented groups.
- Communication: During the enrollment process, maintain open and effective communication with families to address concerns, provide updates, and gather feedback, with a focus on inclusivity and respect. Facilitate the handoff of these functions to teachers and the Assistant Head of School upon enrollment.
- Retention Strategies: Develop and implement strategies to create a culture of retention amongst the entire FSAS community to improve student retention rates.
- Support Programs: As needed, create support programs and resources that address the needs of all families.
- Oversee internal communications to ensure consistent representation of FSAS's mission and values with the goal of retaining current families.

- Create weekly all-school newsletters that highlight the value of a Foothills education.

#### 4. Marketing and Recruitment of New Families

- Collaborative Marketing Plan: Update and execute a comprehensive marketing plan that highlights FSAS's unique brand.
- Brand Management: Ensure consistent and effective representation of FSAS's brand and values in all marketing materials and communications.
- Culture: Build a school-wide enrollment management culture by encouraging all employees to engage in the process of attracting and retaining mission-aligned students.
- Outreach: Organize and participate in recruitment events, community events, open houses, and school tours, emphasizing FSAS's mission and values.
- Partnerships: Establish and maintain relationships with feeder schools, community organizations, relocation agencies, local companies, and other relevant entities to support recruitment efforts.
- Data Analysis: Assess marketing efforts on an ongoing basis to ensure right fit and return on investment

#### 5. Tuition and Tuition Support Strategy

- Tuition Policy: In collaboration with the Business Director, develop and manage the school's tuition policies and procedures in alignment with the school's financial goals and commitment to accessibility and equity.
- Tuition Support: With the Business Director, oversee the financial assistance process, ensuring fair and transparent allocation of financial assistance to qualifying families.
- Budget Management: Work closely with the Business Director to develop and manage the enrollment budget, including tuition revenue projections and tuition support expenditures.
- Affordability Initiatives: Develop strategies to make FSAS accessible and affordable to a diverse range of families.

#### QUALIFICATIONS

- Education: Bachelor's degree in education, business administration, marketing, or a related field.
- Experience: Experience in enrollment management, admissions, and/or marketing within independent schools is ideal. The school is, however, also open to candidates who have a strong track-record in sales and/or recruiting outside of education.
- Skills: Strong leadership, communication, and interpersonal skills; proficiency in data analysis and strategic planning; ability to work collaboratively with diverse stakeholders. Experience utilizing enrollment management systems is ideal. If candidates are coming from another field, a demonstrated ability to

leverage CRM, databases, and other technological systems (e.g., MailChimp, FACTS, Google Analytics)

- Attributes: Commitment to the mission and values of the Foothills School of Arts and Sciences; cultural humility and ability to engage with diverse populations; high level of integrity and professionalism. Outstanding verbal and written communication skills and excellent organizational skills are required.
- Lived Experience: Any other combination of education, training, employment, and other lived experience which demonstrates the candidate is likely to possess the skill, knowledge, ability, and characteristics essential for this position may be considered.
- Note: We encourage you to apply if you do not have experience in all areas of the position but are enthusiastic about both Foothills School and learning new skills to round out your expertise.

Foothills School of Arts and Sciences is an equal opportunity employer.

Non-discrimination Policy: Foothills School of Arts and Sciences does not discriminate on a basis of age, race, religion, national or ethnic origin, gender, sexual orientation, disability, or other classifications protected by law, in all of its operations.

To apply for this position, please email a resume and letter of interest to:

Nick Cofod

ncofod@foothillsschool.org

## **Foothills School of Arts and Sciences**

### Mission

At Foothills School of Arts and Sciences, we ignite a passion for learning through a progressive approach to education. In this vibrant learning community, education is an active and collaborative experience. Through a challenging inquiry based curriculum, Foothills students explore their ideas and develop curiosity, creativity, critical thinking, and confidence. Embracing each individual's unique strengths and contributions, we guide children to know themselves and to understand their role in a global community.

### Values.

To empower our students, we value:

- Individuality - respecting students' unique strengths, talents and challenges
- Creativity - inspiring expression, curiosity and critical thinking

- Community - promoting communication, cooperation and collaboration

#### Diversity Statement

Foothills School believes that a diverse school community is essential to education and that such a community includes a spectrum of differences in race, religion, national or ethnic origin, gender, sexual orientation, socioeconomic status, age, and learning style. To this end, Foothills' admissions and hiring practices strive to recruit, enroll/hire, and retain as diverse a population as is feasible in the community.

Foothills School believes that each student, parent, staff member and visitor is entitled to an equitable and safe environment, which promotes acceptance and appreciation of oneself as well as others. The school creates an environment where individuals feel included, respected, and able to express their opinions while at the same time learning from others' perspectives. In addition, we believe that a diverse environment develops in students the skills and attitudes they need to understand each other and to act with justice and compassion - skills that will prepare our students for our diverse world.

10-25-2024