

# Peninsula School

An exciting leadership opportunity as Director of Admissions and Enrollment at Peninsula School, a leader in N-8 progressive education with a focus on social and emotional learning and social justice. [Peninsula School](#) is rich in history and blessed with a wooded, 6-acre campus. Enrollment is strong, the school has no debt, owns its land and buildings and has a long record of excellent financial management including healthy endowments.

The school is in an exciting time as it approaches its centennial in 2025. Many new staff have replaced those retiring, bringing with them a fresh perspective. A strategic plan is being implemented this spring.

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## **Job Title**

Director of Admissions and Enrollment

## **Position Overview**

The Director of Admissions is responsible for all aspects of the admissions process and enrollment management including developing and implementing recruitment strategy, guiding students and families through the admission process, conducting candidate/family interviews, tracking and reviewing candidate applications, coordinating student observation and visit days, generating final admission decisions, and engaging in effective community outreach to expand the school's excellent reputation in the region. The Director of Admissions and Enrollment serves as a member of the Tuition Assistance Committee and reports to the Head of School.

## **Essential Job Duties and Responsibilities**

### **Recruitment, Admissions and Enrollment Management**

- Develops a comprehensive plan to promote Peninsula School to prospective families and through area nursery schools and community organizations.
- Works collaboratively with the Communications and Outreach Specialist in the development and maintenance of the admissions office's recruitment and marketing plans and materials.
- Organizes and coordinates tours and open houses for prospective families.
- Coordinates student play days for Nursery and Kindergarten observations and student shadow days for older students.
- Manages relationships with current and past parents and current teachers to serve as ambassadors for tours and open houses.

- Develops and maintains the school's admissions database.
- Establishes a clear criteria and notification process for admissions decisions and status of students.
- Evaluates and executes admission decisions on applicant files.
- Develops and monitors statistical reports to enhance recruitment strategies, yield management, forecasting, and operational efficiency.
- Performs intake interviews of prospective families.
- Coordinates with Parents of Peninsula (POP) the New Family Orientation program.
- Conducts any and all appropriate marketing research with an eye to increased enrollment and retention.
- Creates and delivers admissions and enrollment reports to the Board of Directors.
- Works closely with classroom teachers on student paths through lower school grades.
- Maintains all records, correspondence, trials, and confidential records in an organized and acceptable manner.
- Ensures that the school is in compliance with all applicable laws and regulations in regards to admissions.
- Maintain immunization records for each student.
- Participates as an active member of the administrative team.
- Extends beyond the job description to assist the Head of School with other duties as requested.

### **Tuition Assistance**

- Works closely with the Director of Finance and the Head of School to plan and coordinate the financial aid application process for incoming and transfer students including the decision and notification process.

### **Requirements**

- Bachelor's degree
- One to three years admissions and financial aid experience
- Demonstrate excellent and effective written, verbal and visual communications  
Exhibit a cooperative team approach  
Excellent interpersonal, organizational and managerial skills
- Display initiative, internal motivation, flexibility, curiosity and an approach to learning and growth
- Execute responsibilities efficiently, accurately and on or before deadlines
- Possess expertise in and/or the ability to learn software and web-based applications as needed

- Exhibit sound judgment related to confidential conversations, projects, and information related to the School or any of its constituents including the effective communication regarding such matters to the appropriate individuals
- Occasional availability on nights and weekends
- Initial and continued criminal background clearance by DOJ and FBI
- Initial and continued tuberculosis clearance

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, ability to adjust focus, and sound hearing. The ability to speak clearly and coherently is required. While performing the duties of this job, the employee is regularly required to sit; use hands, talk and hear. The employee is frequently required to reach with hands and arms. On occasion, the employee is required to stand, walk, stoop, kneel, or crouch. Employee is required to operate a computer and office productivity machinery, communicate across a variety of media, and work in close proximity to others. The role may also require the employee to work in inclement weather during special activities and work at a desk for extended periods of time.

### **TO APPLY**

Peninsula School is an equal opportunity employer and we actively promote the principles and practices of diversity throughout the school community. We offer competitive compensation and a progressive community dedicated to learning and engaged citizenship. We encourage people of under-represented groups to apply (<http://www.peninsulaschool.org/equity-and-inclusion.html>). Please send cover letter and resumé, in MS word or PDF format, to [HR@peninsulaschool.org](mailto:HR@peninsulaschool.org) or fax to (650) 325-1313.