Director of Enrollment

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Type: Full-Time
Salary: $100,000 - $120,000 per year
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Category: Admissions and Enrollment
SUMMARY/PURPOSE

The Director of Enrollment is a highly skilled and accomplished professional responsible for leading and managing all aspects of the enrollment process at a dynamic and mission-driven Career and Technical Education (CTE) institute. This individual will oversee recruitment, admissions, financial aid, and the registrar's office while ensuring that the organization's enrollment targets are met. The Director of Enrollment will drive initiatives to increase targeted outreach efforts to enroll low-income adults, partner with Community Based Organizations (CBOs) serving communities of color, build visibility in the high schools, and drive initiatives to increase enrollment of justice-impacted individuals, including re-entry populations.

The ideal candidate is a results-driven leader with a proven track record of achieving enrollment goals, utilizing data-driven solutions, and effectively managing cross-functional teams to drive operational efficiency. This individual has demonstrated experience in working with diverse communities and is committed to playing an important role in advancing economic mobility in the lives of our students.

ESSENTIAL FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Enrollment Management & Strategy

- Lead the development and execution of a comprehensive enrollment strategy that aligns with the organization's mission and goals.
- Drive targeted outreach and relationship building strategies with CBOs, high schools, faith-based institutions, and correctional facilities.
- Ensure enrollment targets are met across multiple training programs, adjusting tactics as necessary to meet goals.
- Develop and implement data-driven strategies to increase enrollment conversion rates from point of contact to enrollment.

- Collaborate with Marketing and Communications to drive brand awareness and visibility of Summit and its training offerings to drive quality leads/prospects leading to enrollment.

Data Leadership and Process Improvement

Drive the organization's enrollment dashboard to assess performance and drive for improvement, partnering with the Impact Measurement and Evaluation team. Integrate data-informed decision making across the enrollment team driving accountability.

Utilize CRM tools and data analytics solutions to track, monitor, and analyze enrollment metrics.

- Regularly review enrollment data and trends, developing actionable insights to optimize enrollment processes and address challenges.
- Set and track key performance indicators (KPIs) to ensure that enrollment goals are met, adjusting as necessary based on real-time data
- Streamline processes on an ongoing basis to drive for efficiency, clarity in roles, and results.

Financial Aid, Compliance, and Budget Management

- Ensure that all enrollment practices comply with state and federal regulations, including financial aid policies, eligibility criteria, and institutional standards. Collaborate in the completion of federal reporting (e.g., IPEDS, FISAP, ECAR)
- Work closely with the Financial Aid office to ensure student packaging process is completed on time. Assist in the decision-making process with the FA Office on Re-enroll and Continuing Education students.
- Manage and monitor enrollment-related budgets, ensuring resources are allocated effectively to achieve enrollment targets, working with the COO and Chief Financial Officer to ensure accuracy.

Communications and Customer Service

- Develop a high-performing enrollment team, ensuring that all team members are aligned with organizational goals and committed to delivering exceptional service.
- Build a data-informed team ensuring individuals and team members have the requisite skills to utilize data and make data-informed decisions. Partner with Evaluation as needed.
- Produce and present reports for executive leadership on enrollment delivering recommendations for continuous performance improvement.
- Drive a collaborative environment between the Enrollment, Admissions, Financial Aid, and Registrar teams, ensuring an excellent prospect and student experience.

KNOWLEDGE, SKILLS, & ABILITIES

- Strong commitment to Summit Academy's mission, vision, and values, with a focus on student success and community impact.
- Excellent leadership and team-building skills, with experience in managing and developing diverse teams.
- Superior communication abilities (written, oral, and presentation) adaptable to various audiences with the ability to engage and influence internal teams, external partners, and prospective students.
- Detail-oriented, with effective organizational skills and the ability to manage multiple priorities under tight deadlines.
- Strategic thinker with the ability to see the big picture and take proactive steps to drive results.
- Strong problem-solving skills, with a data-driven mindset to synthesize data into actionable insights to continuously assess and improve the student recruitment and enrollment process.
- Ability to manage multiple priorities, balancing short-term goals with long-term strategic objectives.
- Proficiency in Microsoft Office Suite, with experience in data management (CampusNexus) preferred.

SUPERVISORY RESPONSIBILITY

This role directly or indirectly supervises Student Recruitment, Admissions, Testing, Front Desk, Registrar, and Financial Aid.

WORK ENVIRONMENT

This job operates in a professional office and school setting which is fast paced and requires time management and prioritization of job duties. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

PHYSICAL DEMANDS

Work is primarily performed in a standard office environment, which requires the ability to open filing cabinets and bend or stand as necessary. This position may occasionally lift such articles as file boxes or heavier materials with help from others and/or lift and carry light objects frequently. A job in this category may require walking or standing to a significant degree or and does involve sitting most of the time with extensive use of a computer, keyboard, and mouse and heavy phone usage. While performing the duties of this job, the employee is regularly required to talk and hear to individuals and large public audiences.

POSITION TYPE & EXPECTED HOURS OF WORK

This is a full-time, exempt position under the Fair Labor Standards Act (FLSA). It is not eligible for overtime pay. Regular hours of work are Monday through Friday 8:00 a.m. - 5:00 p.m. Occasional evening and weekend hours required to meet the expectations of the position.

TRAVEL

Frequent local travel is required.

REQUIRED EDUCATION & EXPERIENCE

- Bachelor's Degree in Business, Education, Marketing, or a related field
- Minimum of 5 years of demonstrated experience in enrollment management. Minimum of 3 years in a leadership role.
- Proven track record of exceeding enrollment goals in a fast-paced environment, particularly within the context of career and technical education or workforce development.
- Knowledge of financial aid processes and regulations, including federal, state, and institutional policies.
- Experience working with CRM platforms, enrollment management systems, and AI-driven tools like Power BI to drive decision-making and enrollment growth.
- Demonstrated success in recruiting low-income, justice-impacted, and underemployed populations.

PREFERRED EDUCATION & EXPERIENCE

- Master's Degree in Business, Education, Marketing, or a related field.
- Demonstrated experience developing high-performing teams.

OTHER DUTIES

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change at any time with or without notice.

AAP/EEO

It is the policy of Summit Academy OIC to provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Summit Academy OIC will provide reasonable accommodations for qualified individuals with disabilities.

BENEFITS

- Our generous paid time off (PTO) policy, which begins accruing at 10 hours per month (3 weeks per year);
- 10 annual paid holidays in addition to 2 annual scheduled, paid mental health days;
- Eligibility to elect comprehensive health, vision, dental, and voluntary life insurance;
- Employer-sponsored life, short-term, and long-term disability insurance;
- Eligibility to participate in our 401(k) retirement plan with a 4% employer match, effective day one;
- Eligibility for an annual bonus based on organizational and employee performance