

Employment Opportunity – Director of Enrollment

Director of Enrollment Job Objective:



The Director of Enrollment is an integral member of Blue Oak School's administrative team, responsible for leading the school's efforts to attract, enroll, and retain a diverse and dynamic student body. This highly relational role builds lasting connections with prospective and current students and families while ensuring that the admissions experience reflects Blue Oak's mission, values, and distinctive educational program. A genuine love of learning and an appreciation for the unique and sometimes unpredictable paths students take will be essential to thriving in this role. This position requires both exceptional relationship building and strong technical fluency. The Director of

Enrollment will serve as the primary owner of the systems, data, workflows and communications infrastructure that support the family journey from initial inquiry through enrollment and retention.

Requirements & Experience

- Bachelor's degree required; master's degree preferred
- Three to five years of admissions experience, preferably as a Director or Associate Director in a TK–8 independent school
- Outstanding written and verbal communication skills
- Demonstrated ability to build strong, trusting relationships with students, families, colleagues, and community members
- Strong critical, strategic, and creative, thinking skills
- Collaborative leadership style and the ability to facilitate productive conversations and decision-making
- Understanding of progressive education and strong commitment to Blue Oak School's mission and values
- Knowledge of the developmental needs of students from transitional kindergarten through middle school
- Understanding of parent and family development including common parenting concerns and challenges
- Ability to partner effectively with parents in support of students
- Demonstrated experience managing the back-end configuration of a CRM or enrollment platform, including workflows, forms, automated communications, user permissions, data fields, reporting and system integrations
- Strong technical fluency and the ability to learn, troubleshoot, and improve systems
- Experience creating and managing segmented email campaigns, automated communication sequences, templates, contact lists and family engagement workflows
- Strong spreadsheet and data management skills, including the ability to reconcile, analyze and present enrollment data
- Ability to translate enrollment goals into clear systems, dashboards, and reports
- Flexibility, sound judgment, and a willingness to contribute as a collaborative member of the school community
- Commitment to fulfilling the professional responsibilities outlined in the Employee Handbook and Employment Agreement
- A sense of humor, which is essential when working with students of all ages

Responsibilities

Enrollment Leadership and Strategy

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- Develop a deep understanding of Blue Oak School’s mission, culture, program, and position within the broader educational landscape
- Advance the school’s mission by recruiting, enrolling, and retaining students who will benefit from and contribute to Blue Oak’s distinctive community
- Develop and implement a strategic, forward-looking enrollment management plan designed to meet enrollment goals and reach targeted audiences
- Establish effective systems and best practices for inquiry management, applicant tracking, family engagement, campus visits, admissions events, and enrollment reporting (i.e., with a system like TADS or Ravenna)
- Configure and maintain inquiry forms, applications, checklists, decision letters, enrollment agreements, automated reminders, and communication templates
- Identify gaps and inefficiencies within the admissions funnel and implement effective solutions
- Manage integrations and data transfers among the admissions CRM and School communication platforms
- Collect and analyze enrollment, retention, demographic, and market data to inform strategy and support the long-term health of the student body and alumni community
- Coordinate with external consultants as needed
- Oversee the admissions and enrollment budgets

Admissions and Family Engagement

- Manage the admissions process from initial inquiry through enrollment and transition into the school community
- Communicate Blue Oak’s mission and program clearly, warmly, and enthusiastically to prospective families, students, faculty, and staff
- Plan and host engaging admissions activities, including tours, campus visits, student assessments, parent coffees, alumni panels, new-family welcomes, and other community events
- Create and evaluate meaningful family touchpoints, including communications and surveys, throughout the inquiry, application, enrollment, and onboarding process
- Maintain accurate applicant and student records, including the collection of cumulative files for incoming students
- Use the school’s enrollment management platform effectively to track inquiries, applications, communications, enrollment activity, and reporting
- Deliver timely communications based on grade level, family interests, application stage and engagement history
- Monitor message delivery, open rates, response rates, event registrations and other engagement indicators to improve communications and follow through
- Maintain a library of approved email templates and workflows so staff can personalize outreach
- Demonstrate integrity, sound judgment, confidentiality, and respect throughout the admissions process
- Remain attentive to the economic, cultural, and other factors involved in enrolling and supporting a diverse student body

Tuition Assistance

- Lead the tuition assistance process from family application through award determination and communication

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- Serve as the primary point of contact for families, providing clear, timely, and sensitive communication throughout the application and award process
- Review application information and collaborate with the Chief Financial Officer and Head of School to determine award amounts consistent with the school's policies, priorities, and available resources
- Communicate award decisions to families and support follow-up conversations as needed
- Maintain accurate and confidential tuition assistance records, track awards and deadlines, and ensure the process is administered equitably and consistently
- Monitor tuition assistance data and trends to support enrollment, retention, and financial planning

Retention and Community Partnerships

- Develop systems for monitoring student retention and collaborate with faculty, advisors, administrators, and families to identify and address retention concerns
- Build strong partnerships with current families and identify, prepare, and support parent ambassadors for admissions and community events
- Recruit and support student and alumni ambassadors for tours, panels, and other admissions activities
- Maintain an active outreach program that expands the school's visibility, relationships, and reputation throughout Napa and the broader Bay Area
- Attend and support admissions, enrollment, alumni, and relevant school community events
- Represent Blue Oak School at Bay Area admissions meetings and other professional gatherings

Collaboration and Governance

- Report to the Head of School and provide enrollment information and presentations to the Board of Trustees as appropriate
- Work closely with the Head of School and Chief Financial Officer throughout the admissions, enrollment, and tuition assistance processes
- Partner with faculty and staff to keep the school community informed about enrollment priorities, processes, and events
- Embody a warm, positive, collaborative, and engaging presence within the school community

Marketing and Communications

- Collaborate with the Director of Advancement to develop and implement targeted enrollment marketing campaigns
- Help produce compelling digital and print materials that communicate the school's mission, program, and community
- Maintain accurate, current, and engaging admissions information on the school's website
- Collaborate with the school's social media staff to promote admissions events and highlight school life
- Cultivate and maintain positive parent, student, and alumni reviews on relevant online platforms and community networks

Physical Requirements and Work Environment:

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- Work in a fast-paced environment with varied responsibilities, deadlines, and interactions with a broad range of community members
 - Work at a desk and computer for extended periods
 - Occasionally lift and carry up to 30 lbs
 - Work primarily in a climate-controlled office environment
 - Occasionally work outdoors in varying weather conditions, including heat and cold
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Blue Oak School is an independent, progressive TK-8 school located in downtown Napa. Serving approximately 175 students, the school offers a challenging and engaging education to children with diverse backgrounds, experiences and interests.

Through a strong culture of relationships and community, Blue Oak nurtures character and fosters confidence, creativity, flexibility and curiosity in each child. Students are encouraged to learn from and support one another, while exploring the relationships among freedom, responsibility, community and environment. Through their studies, students engage as stewards in service to the School, the region, and the wider world.

Blue Oak School does not discriminate on the basis of age, gender, race, color, religion, national or ethnic origin, sexual or gender identity or any other characteristic protected by law. The school actively promotes diversity, equity, inclusion, and belonging throughout its hiring practices and the school community.

The annual salary range for this full-time position is \$120,000 to \$140,000. Placement within the range will depend on the successful candidate's education, experience, skills and qualifications.

Eligible employees receive a competitive benefits package that includes medical and dental insurance, life insurance, a 403(b) retirement plan with employer matching contributions, and generous paid time off.

Interested candidates should send a resume and cover letter to mspitulnik@blueoakschool.org.