



## **Admissions Director**

Full Time

The GreenMount School is a small, progressive, independent K-8 school located in the vibrant Remington community in Baltimore City.

### **What Makes The GreenMount School (GMS) Different?**

*We are a community of educators* who work together to provide a creative education for grades K through 8 – emphasizing multicultural, cooperative, and experiential learning, supported by strong family participation.

*We are a community of parents* who fully engage in a system of work-sharing, in-kind contribution, and community building. The Parent CO-OP expands opportunities for family involvement and provides a rich array of resources and services for the students and school. Each parent contractually agrees to 40 hours of service to the school per year.

*We are a community of confident learners* where children gain confidence in their abilities when given the space and time to learn and the encouragement to succeed. Students learn through a creative, multicultural, community-based, thematic curricula.

### **Our Philosophy**

Education is more than schoolwork. Learning becomes more meaningful for children when they can connect their in-school and out-of-school experiences through a theme-based approach. GMS seeks to help students join in the life of the community through field trips, service learning, apprenticeships, and visiting artists and experts surrounding three themes each year. Our students become confident and contributing community members through the work of outstanding teachers.

### **Who We Are Looking For**

We are looking for an administrator who is smart, passionate, and truly entrepreneurial. You enjoy rolling up your sleeves to create opportunities, personally administering the details of the work, and engaging and supporting your volunteer staff.

The GreenMount School is committed to leadership in multicultural education and a culturally diverse faculty and staff. The school, therefore, seeks applications from candidates who will contribute to an atmosphere in which all are valued and supported.

Reporting to the Head of School, the Admissions Director is an integral part of the school's administrative team. The Admissions Director is responsible for managing all facets of the admissions process in the school's effort to market and attract, enroll, and retain a diverse and dynamic student population. The GreenMount School receives approximately 50-75 applications each year. The Admissions Director is a department of one and manages a volunteer committee comprised of Board and community members.

### **Essential Duties and Responsibilities**

- Contributing to the mission and standards of the school by recruiting and retaining students who will benefit from the school's unique culture and programmatic offerings and engage fully in the school community. This will include recognizing opportunities to tell unique and inclusive stories as the School's lead brand ambassador and champion and working across all departments to celebrate and share student activities and successes.
- Coordinating four essential elements to ensure a competitive admissions process and the long-term health of the student body: a) Admission management (the tracking of prospective students from applicant to enrollment and beyond), b) Student retention, c) Research (analyzing data that affect enrollment), d) Marketing
- Presenting the school to prospective students and parents which includes systematic and efficient handling of applications and communications with families; interviews with candidates and their parents; arrangement for admissions testing; securing of necessary student credentials and communicating final decisions to the appropriate individuals
- Understanding the culture and climate of the school and the broader educational environment in order to formulate forward-thinking, strategic application, admission, and enrollment policies.
- Developing a strategic recruitment and marketing plan for both admissions and school-wide marketing to reach targeted audiences, including identifying and implementing best-practice web-based technologies. Developing new programs and initiatives to attract and retain qualified and mission-appropriate students, including annual marketing and campaign plans that engage internal and external constituents in the support and promotion of the school, such as identifying emerging marketing opportunities, designing effective targeting strategies, and reporting on results.
- Overseeing the production of a variety of materials meant to increase the school's visibility and competitive positioning, and enhance the public's perception of the school.
- Maintaining and managing a database and providing reports as required on all aspects of admission and enrollment management
- Recruiting, training, and managing CO-OP Admissions volunteers and running the Student Ambassador Program.

- Assisting Head of School regarding high school admissions process; including information sessions, coordination with the Business Manager and office assistant in maintaining and distributing high school records and culminating records at the end of the 8th-grade academic year
- Fostering high ethical standards, integrity, and respect for colleagues, alumni, parents, and students throughout the admissions process including being sensitive to economic, cultural, and other issues present in the enrollment of a diverse student body
- Contributing constructively to the Financial Aid Committee to evaluate all aspects of the admissions and marketing program
- Actively promoting and informing faculty and staff about the School's admission process and also proactively communicating with prospective and current parents and students. This includes ensuring a smooth transition for all incoming students and building and cultivating relationships with faculty, students, and staff while encouraging all constituents to share community-made marketing content.
- Serving as a representative of The GreenMount School off-campus (e.g., fairs, school visits, gatherings, and conferences). In addition to attending events in person, this will entail cultivating and maintaining working relationships between the school and the media as well as other key community organizations; creating and maintaining an official point of contact for public information
- Developing a comprehensive publications calendar (concept, design, content, editorial, and production for paper and electronic communications) that reaches and influences the School's target audiences
- Shaping and maintaining the strategic and creative direction of the school's website; Developing and managing an integrated online presence on social media platforms
- Attending Board of Trustees meetings
- Supporting the school and its leadership
- Performing other duties as assigned by the Head of School

Event Planning Responsibilities (includes and is not limited to):

- Open House planning, coordination, and management
- Pre-School Fairs, Farmers' Markets, and other School Fairs
- 'Glimpse of GreenMount' admissions tours, student visitations, and student assessments
- Kindergarten Play Date Coordination and Parent Mixer

- New Student Orientation
- ‘Moving Up Day’ for current students

## **Qualifications**

The ideal candidate will have experience working in the independent school admissions setting, be warm, energetic, have excellent communication skills, and possess an entrepreneurial work ethic. Previous experience in an independent school setting and an understanding of progressive education are a plus.

- A true self-starter with experience. We want someone who can lead a team and can also roll up their sleeves and do the work.
- Ability to work without supervision and to organize, prioritize, and successfully execute multiple concurrent tasks; to anticipate needs and act accordingly, and to perform with a high degree of initiative and integrity
- Outstanding communication skills, including written communication and personal presentation
- Superior organizational skills and attention to detail
- Proven record of accomplishment in admissions and knowledge of best practices in the admissions field
- Strong management skills and ability to build, manage, mentor, and motivate a volunteer team
- Ability to work within a team and collaborate with colleagues for a common goal
- Technology skills as they relate to the position; experience with database management to reflect, project, and forecast enrollment opportunities.
- A clear understanding of and belief in the school mission and genuine interest in serving The GreenMount School to help it be the best it can be
- Experience working with diverse learners and the ability to interpret testing and neuropsychological evaluations
- Proven ability to work successfully with a variety of constituents, including students, parents, students, referral professionals, and faculty/staff
- Skilled in promoting a vision, communicating a strategy, and implementing goals
- A broad-based understanding of marketing initiatives to further the school’s brand
- Experience with speaking publicly to large and small audiences

- As a member of the administrative team, the ideal candidate will help foster and shepherd strategic operations and contribute to creating a positive and dynamic school culture.
- Exhibit sound judgment related to confidential conversations, projects, and information related to the School or any of its constituents
- Flexibility to attend evening and weekend admissions-related events
- Conduct virtual and on-campus tours & information sessions, interview parents and students, exhibit at school fairs
- Review and interpret psychoeducational evaluations for applications

### **Working Conditions**

Working conditions include sitting, walking, light lifting. Some evening and weekend hours are expected. Event preparation conditions include light to moderate lifting, climbing, and standing for long hours.

All faculty and staff employed by GMS must be fully vaccinated against COVID-19 or submit an official medical exemption.

### **Application Process**

Send letter of interest, resume, and references (letters of recommendation or contact information for references) to:

Human Resources  
The GreenMount School  
[hr@greenmountschool.org](mailto:hr@greenmountschool.org)

The GreenMount School is an Equal Opportunity Employer and welcomes applications from qualified candidates regardless of age, race, color, sex/gender, national origin, citizenship status, religion, disability, sexual orientation, or any other protected status in accordance with the requirements of all federal, state, and local laws.