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### **Admission Director**

Stanford Eisenberg Knoxville Jewish Day School, Tennessee  
Part-time: \$20,000 - \$25,000/year, based on experience

The Stanford Eisenberg Knoxville Jewish Day School is a vibrant K-5 community school filled with joy, rooted in core Jewish values, and devoted to academic excellence. Serving the Greater Knoxville area, our families are diverse in their beliefs, affiliations, and observances; we work together to create a welcoming school community based upon mutual respect and shared values.

### JOB SUMMARY

The Admissions Director reports to the Head of School and is responsible for the achievement of KJDS' recruitment and retention-goals and the implementation of KJDS' marketing plans. Specifically, s/he:

- Creates our annual Calendar of outreach events.
- Ensures success of outreach events through cultivation of RSVPs, flyer distribution, volunteer deployment.
- Identifies and cultivates relationships with sources of prospective students (e.g. playgroups, preschools, synagogues, universities).
- Creates a database of prospective families whose children are of elementary-school age and develops strategies (e.g., social mapping) to build their awareness of—and interest in—KJDS.
- Promotes good relationships and creates networking opportunities with outside institutions and community groups (schools, synagogues, other Jewish institutions, real estate agents, etc.)
- Collects, tracks, and analyzes statistical admission and enrollment data. Provides monthly enrollment reports to the Head of School and others as determined by the Head of School.
- Works to catalyze inquiries, convert inquiries or initial conversations into visits, visits into applications, applications into enrollments, and enrollments into re-enrollments.
- Schedules all visits and tours and alerts faculty to prospective visitors.
- Develops tools (such as parent satisfaction survey) to help Head of School and others maintain and monitor satisfaction and retention of current families.
- Attends pertinent school functions and maintains positive relationships with current students, parents, and grandparents.

- Conducts exit interviews, when appropriate.
- Trains and oversees parent ambassadors.
- Manages updated records on KJDS alumni.
- In collaboration with lay Marketing committee, manages the school's publications, website, press releases, and social media, following the marketing plan to address all the school's audiences with a unified voice.
- Performs other duties as assigned by the Head of School.

The ideal candidate:

- Has a Bachelor of Arts degree in education or related field.
- Has strong interpersonal, teamwork, and social skills.
- Communicates effectively in writing and in person.
- Is exceptionally organized and proactive.
- Is knowledgeable about Jewish culture and community.
- Respects the need for confidentiality.
- Has an appreciation of the important role that Jewish day schools play in ensuring Jewish continuity.

Submit resume with cover letter via email to:  
Miriam Esther Wilhelm, Head of School  
me@kjds.org