



## **Admissions & Enrollment Manager**

**Yavneh Day School | Los Gatos, CA**

**Part-Time Exempt Position (80%) | K-8 Jewish Day School**

### **About Yavneh Day School**

Yavneh Day School is a K-8 Jewish day school in Los Gatos committed to academic excellence, values-based learning, and building a warm, inclusive community. We partner closely with families to educate the whole child and prepare students to thrive academically, socially, and ethically.

### **Position Overview**

The Admissions and Enrollment Manager is a leadership position responsible for the school's continuous enrollment strategy, including admissions, recruitment, retention, and tuition assistance administration. Reporting to the Senior Director of Administration, this role ensures enrollment stability, long-term sustainability, and a positive, mission-aligned experience for current and prospective families.

The Admissions and Enrollment Manager manages the tuition assistance process using Clarity, oversees enrollment workflows through Blackbaud Enrollment Management and Blackbaud Tuition Management, and leads enrollment marketing and outreach strategy. Marketing execution may be supported through internal or external resources, with the Manager providing strategic direction and oversight.

### **Reporting & Collaboration**

**Reports to:** Senior Director of Administration

**Collaborates with:**

- Principal
- Division Directors
- Finance
- Registrar
- Development Manager (for institutional alignment as part of the school's overall advancement efforts)

### **Clarifying note:**

In the absence of a Head of School, the Admissions and Enrollment Manager partners closely with the Principal on retention, student experience, and divisional alignment while reporting directly to the Senior Director of Administration for strategic, operational, and financial oversight.

### **Core Responsibilities**

**Enrollment, Recruitment & Retention Strategy**

- Develop, implement, and manage a year-round enrollment and retention strategy aligned with the school's mission and financial goals.
- Lead all stages of the enrollment cycle, including inquiry, admission, enrollment, re-enrollment, and retention.
- Build and maintain strong relationships with prospective families and guide them through a warm, mission-aligned admissions process.
- Develop targeted recruitment strategies, with particular focus on preschool, TK, and kindergarten entry points.
- Partner with the Principal and Division Directors to support student transitions between grades and proactively address retention risks.
- Conduct exit conversations or surveys with withdrawing and graduating families to inform enrollment planning.
- Track, analyze, and report enrollment, yield, and retention data to senior leadership.

#### **Tuition Assistance (Process Management & Committee Coordination)**

- Manage and administer the school's tuition assistance program using Clarity, including applications, documentation, analysis, and family communications.
- Serve as the primary point of contact for families regarding tuition assistance, ensuring clarity, compassion, confidentiality, and consistency.
- Prepare tuition assistance analyses and award recommendations aligned with enrollment, retention, and budget parameters.
- Coordinate and support a Tuition Assistance Committee, working in partnership to review and finalize awards.
- Maintain accurate records and reporting related to tuition assistance trends and outcomes.
- Communicate final tuition assistance decisions to families following committee approval.

#### **Enrollment Marketing Strategy & Oversight**

- Develop and oversee a comprehensive enrollment marketing and advertising strategy aligned with recruitment and retention goals.
- Own enrollment messaging and positioning across all family-facing touchpoints.
- Oversee enrollment communications through Constant Contact and Blackbaud Enrollment Management.
- Provide strategic oversight of admissions-related content on the school's WordPress website.
- Manage and refresh the school's presence on Niche and other enrollment advertising platforms, ensuring accuracy and strategic positioning.
- Oversee digital and print advertising campaigns and evaluate effectiveness and return on investment.
- Collaborate with vendors or consultants to execute marketing initiatives as needed.

#### **Outreach, Community Engagement & Ambassador Program**

- Manage a family ambassador program to support recruitment and retention.
- Lead outreach efforts with preschools, synagogues, partner agencies, and community organizations.

- Represent Yavneh Day School at community events, open houses, and outreach opportunities, including evenings and weekends as needed.
- Build long-term relationships that strengthen the school's visibility and enrollment pipeline.

### **Leadership & Professional Responsibilities**

- Serve as a senior leader and primary ambassador of Yavneh Day School to prospective and current families.
- Communicate professionally, warmly, and effectively with all stakeholders.
- Collaborate closely with school leadership to align enrollment efforts with institutional priorities.
- Model discretion, ethical judgment, and a values-driven approach.
- Participate in school events, leadership meetings, and professional development.

### **Qualifications & Experience**

#### **Required**

- Bachelor's degree required; advanced degree preferred.
- Minimum of 5 years of experience in enrollment management, admissions, or related leadership.
- Demonstrated experience developing and implementing recruitment and retention strategies.
- Experience managing tuition assistance or financial aid programs using Clarity.
- Experience with Blackbaud Enrollment Management and Blackbaud Tuition Management.
- Working knowledge of Constant Contact, Google Workspace, and WordPress.
- Strong analytical, organizational, and relationship-building skills.
- Ability to work evenings and weekends, and summer.

#### **Preferred**

- Experience in a Jewish day school or independent school setting.
- Familiarity with private school digital marketing platforms such as Niche.

### **Personal Attributes**

- Warm, welcoming, and relationship-driven.
- Strategic, organized, and data-informed.
- Collaborative, self-directed, and adaptable.
- Committed to confidentiality, equity, and community building.

### **Compensation**

**Salary Range:** \$70–\$80K annually, commensurate with experience and qualifications.

Comprehensive benefits package included (provided the role is salaried at least 80%, four days a week).