



Denver Academy of Torah

## **Director of Admissions & Community Engagement**

The Director of Admission & Community Engagement is responsible for designing and implementing strategies, both short and long-term, for recruitment, retention and engagement within the current Denver Academy of Torah community, alumni, grandparents, and the greater Colorado Jewish community. This includes managing all aspects of student recruitment, the admission process, and retention efforts at Denver Academy of Torah through outreach and building connections with individuals and organizations. Additionally, the Director of Admissions and Community Engagement is responsible for building and maintaining meaningful relationships within the greater community and all DAT constituents, through events, stewardship, communications, social media, and committee work. The Director is a member of the school's Leadership Team and reports directly to the Head of School. As a senior leader at Denver Academy of Torah, the Director is expected to be a role model, promote professional practices, and embody the values and mission of the school. We seek a qualified and enthusiastic professional who is a team player, possesses strong organization and time-management skills, takes initiative, is a problem solver, and possesses great people skills, including compassion, sensitivity, and discretion.

### Responsibilities

- Lead and direct the recruitment and admission program for DAT
- Focus on retention of current students, including messaging development and creation/implementation of a recruitment + retention marketing plan
- Coordinate the admission process from Inquiry through Enrollment and registration stages
- Ensure that the school website is current with application links, dates, and academic/co-curricular content
- Communicate with principals and division leaders on real-time applicant and enrollment numbers
- Liaise with the business office on tuition assistance (if appropriate)



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- Work collaboratively to support school-wide recruitment and admission
- Track and maintain data regarding recruitment, and alter strategies and approaches to respond to new information.
- Ensure that the school creates a welcoming environment for new and enrolled students, maintain effective communication with newly enrolled and prospective students and parents, and build lasting relationships with enrolled students and their families.
- Provide shared messaging for Board members and faculty members so that the school is spoken about in a clear, consistent, and differentiated way
- Work collaboratively and communicate effectively with colleagues around the admission process and integration of new students.
- Ongoing communication with current and former parents, current and former faculty/staff, alumni, grandparents, current and former members of the Board of Trustees, local not-for-profit partners, and other greater Denver schools – both public and independent.

#### EXTERNAL RELATIONSHIP WORK

- Build strategic partnerships with professionals at feeder schools and communities (preschools, shuls, JCC, etc.)
  - Create marketing materials for clergy, preschool directors, and other Jewish communal professionals to support community outreach efforts.
- Build and utilize a team of motivated parent ambassadors to provide outreach within the enrolled school community to assist in recruitment and engagement efforts.
- Develop replicable content and grassroots marketing materials for parent ambassadors and other school constituents to use in their outreach.
- Develop and Implement Alumni engagement program, including but not limited to: alumni communications plan, alumni events, alumni-student mentorship programs, alumni campus visits and speaking opportunities,
- Serve as the primary liaison between the school and Grandparents, through communications, events and on one one relationship building
- Other duties as assigned.



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## Qualifications

- Bachelor's degree required; advanced degree preferred or commensurate experience.
- A minimum of three years' experience preferred
- An appreciation for the mission and core values of the School.
- Proficiency in Hebrew language preferred
- Strong background in education is preferred.
- Excellent written and oral communication skills.
- Strong leadership/management, organization, and interpersonal skills.
- An understanding of marketing and public relations.
- Ability to maintain confidentiality and professionalism.
- Good listening skills and sensitivity to the unique needs and concerns of prospective families.
- Proficiency in MS Office, Google Suite and CRMs is required.

Salary Range: \$50-60K

Benefits include:

- Health, Dental, and Vision Insurance
- 403B
- PTO
- Tuition Remission for eligible children
- Life Insurance
- FSA