



Southpointe ACADEMY

Job Title:	Director of Admissions & Enrollment Management	Job Category:	Leadership
Primary Duties:	Admissions	Reports To:	Head of School
Secondary Duties:	Events, Marketing, Brand Ambassador	Position Type:	Full time, Permanent
Supervises:	Admissions & Enrollment Management Assistant	Level/Salary Range:	\$130K-\$140K

Job Description:

As a member of the Leadership Team and reporting directly to the Head of School, the Director of Admissions & Enrollment Management is responsible for shaping and executing the School's strategic vision for student recruitment, admissions, enrollment, and retention across the full K–12 continuum. As an IB World School offering the PYP, MYP, and DP, the Director ensures the admissions philosophy, processes, and communications authentically reflect the mission, values, and pedagogical framework of Southpointe. This role requires a relationship-centered communicator, a mission-aligned ambassador, and a data-driven strategist who can articulate Southpointe's educational value proposition to diverse global and local audiences.

The Director enhances engagement with current and prospective families as well as faculty and staff to promote the benefits of Southpointe and elevate its reputation as a world leading school locally, nationally and internationally. The Director will oversee the Admissions & Enrollment Management Assistant, who performs database administration tasks in the School's admissions software, as well as logistical support for all admissions events. The Director is responsible for ensuring a coordinated approach to branding, market appeal and communications in all its forms.

The successful candidate will have a proven track record of success in admissions and enrollment management, with relevant experience for an independent school audience. They will bring a strong vision to the role, high level skills and experience, and an effective, collaborative leadership style to elevate the profile of Southpointe Academy.

Role and Responsibilities:

Strategic Leadership

Leads, creates, implements, and evaluates the strategic and tactical admissions and enrollment management plan:

- Develop and implement a long-term, mission-aligned enrollment strategy supporting sustainable growth across all grade levels (K–12).
- Conduct ongoing market research, competitive analysis, and demographic studies to inform forecasting and recruitment strategies.
- Oversee enrollment dashboards, tracking funnels, and conversion metrics to support data-informed decision-making.
- Collaborate with the Head of School, academic leadership, and marketing/communications team to ensure alignment between admissions messaging, curriculum offerings, and School priorities.
- Ensure transparent and consistent admissions practices aligned with School values.

- Contribute to budget development and monitor departmental expenditures responsibly.

Admissions Operations

Leads and takes primary responsibility for all aspects of operating the admissions process:

- Lead and manage the entire admissions lifecycle: inquiry, campus tours, interviews, assessments, decisions, onboarding, and transition support.
- Oversee the development and administration of admissions policies, documentation, and agreed-upon selection criteria for PYP, MYP, and DP applicants.
- Ensure timely, personalized, and professional communication with applicant families at every touchpoint.
- Maintain accuracy and confidentiality of applicant records, enrollment contracts, and student data.
- Supervise the work of admissions staff, ensuring effective training, performance management, and professional development.
- Coordinate open houses, information sessions, school fairs, and outreach events for local and international audiences.
- Collaborate with the marketing/communications department to produce admissions materials, digital campaigns, and brand-aligned content.
- Build and maintain strong relationships with feeder schools, education agencies, relocation firms, and international community networks.
- Ensure the school's website and social media platforms accurately reflect admissions information and strategic messaging.

Enrollment Management and Retention

Develops and leads strategies to effectively manage the current enrolment and retain families:

- Work closely with the Divisional Principals to support student retention across K–12.
- Perform check-in conversations with new families to ensure alignment between family expectations and school experience.
- Develop and implement programs that foster family engagement and long-term satisfaction.
- Oversee the continuous enrollment process each year, ensuring a frictionless experience for current families.
- Analyze retention trends to drive systemic improvements and student support initiatives.
- Perform exit interviews, as requested, to gain insight into strengthening retention practices.
- Prepare and present enrollment reports to the Head of School and other school leadership groups, as requested.
- Ensure compliance with local, provincial, and international regulations relating to admissions, data privacy, and student recruitment.

Skills and Abilities:

- Demonstrated leadership and team-building skills, including experience in goal setting, motivating, leading, evaluating and developing a team of professionals.
- Strong organization, self-management, and collaboration skills to execute events to a high standard.
- Demonstrated understanding of intercultural competencies
- Demonstrated professionalism and discretion in handling sensitive/confidential matters and in representing the School, publicly and privately in all domains.
- Cultivate positive working relationships with others, both internally and externally, to achieve the School's goals;
- Understands ethical behaviour and business practices and ensure one's own behaviour and that of others is consistent and aligns with these standards and the School's values;
- Speaks, listens, presents and writes in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

- Determines strategies to move the organization forward, sets goals, creates and implements action plans and evaluates the progress and results.
- Knowledge and understanding of the IB as an educational framework.

Qualifications and Experience Requirements:

- Completion of a Master's degree in a related field;
- Minimum of 5 years of admissions experience in a university preparatory setting;
- Direct experience working in an IB World School;
- Experience working with multicultural communities;
- Acting as a senior brand ambassador and with executive presence;
- Thorough knowledge of media relations, communications and marketing;
- Experience with various database programs, and the ability to learn new software programs.

Authorized By:	Gordon MacIntyre	Date:	November 27, 2025
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