

Position Description – Director of Enrolments

Role Purpose:

- a. To grow school enrolment numbers through strategic marketing initiatives
- b. To facilitate the enrolment process from enquiry, completed enrolment & withdrawal from the School

Accountable To: The Principal

Responsibilities & Accountabilities:

1. Grow Enrolments

- Developing strategies for enhancing prospective family engagement and student enrolment.
- Establish enrolment targets in conjunction with the NEGS Board and Executive, report regularly on achievement of the targets
- Maintain enrolment forecasts by year group to support strategic decision making by the NEGS board and Executive.
- Provide reports to the board detailing enrolment enquiries and actual enrolments.
- Maintain a record of where new families heard about NEGS to support decision making for marketing and advertising initiatives.
- Attend local professional networking and community events & being active on relevant social media (e.g. LinkedIn) to raise & maintain profile.
- Attend all school and recruiting events and network at the events to continually expand the network of families known. For example the NEGS Ball, Speech Day, Girls Night In, ODE, Boarding School Expos, Meet the Principal events, OG weekend.
- Attend relevant conferences such as ICPA – NSW & National; Australian Boarding Association etc.
- Have sound knowledge of & be able to succinctly communicate the School's 125 history, strategic plan, structure e.g. class sizes, academic programs, opportunities & results E.g. ability of NEGS to value add, extra-curricular programs and recent results, the School's fees schedule and scholarships and bursaries.
- Oversee the maintenance of a database of enrolment enquiries.
- Follow up enquiries by telephone and in person where possible, on a regular basis.
- Organise and facilitate Meet the Principal events at locations relevant to the marketing strategy.
- Organise and manage the annual scholarship day in collaboration with relevant departments
- Coordinate experience days.
- Participate in the scholarship allocation and documentation process
- Liaise with the marketing team to develop a strategic marketing plan.
- This position will necessitate some out-of-hours work and overseas travel as required

2. Facilitate the Enrolment Process

- Have the ability to maintain contact while establishing a professional relationship with potential customers
- Provide information and advice to prospective families regarding enrolment, academic programs, admissions and enrolment procedures.
- Facilitate school tours for prospective families.

- Process enquiries with follow up information as required.
- Book uniform fittings.
- Maintain relationships with prospective families through regular contact.
- Participate in the organising and running of the orientation day.
- Organise and run year 7 “experience night”
- Maintain stocks of prospectus material
- Advise families on scholarship and Bursary opportunities.
- Ensure all enrolment documentation is completed fully and executed by all required individuals including the enrolment contract.
- Manage the arrival of new students to contribute to a positive and successful experience, speak with the student & document the key points at relevant intervals to ensure a smooth transition to NEGS.
- Have an understanding of the ESOS Act and manage international student enrolments

3. Facilitate the Withdrawal Process

- Where there is a possibility of a student’s departure, facilitate an investigation through appropriate channels.
- Where the enrolment is unable to be maintained, at time of notification of student departure ensure all departments are notified of the impending departure.
- Ensure an interview is organised with the Principal and the Director of Enrolments and the key points are documented appropriately for future reporting.