

Director of Admissions Job Announcement

Job Title: Director of Admissions
Reports to: President

Our Mission and Vision

Cristo Rey Brooklyn is a Catholic high school partnering with families of all creeds to educate deserving young people from underserved communities to become men and women of faith, purpose and service. By integrating a rigorous curriculum, a unique work-study experience and the support of an inclusive school community, we enable students to succeed in college and beyond with the values essential to a fulfilling life.

It is our vision to be considered one of the best high schools in New York as measured by academic growth and achievement, graduation rates and college success. Cristo Rey Brooklyn High School alumni will be recognized as lifelong learners, inspirational community and professional leaders, and committed to a purpose beyond self.

The Organization

The school opened in 2008 and now has nearly 250 students in grades 9 through 12. All students complete a challenging college preparatory curriculum and as part of Cristo Rey's innovative Corporate Work Study Program (CWS), spend one day per week engaged in a corporate work assignment at or on behalf of leading companies and not-for-profits throughout the NYC metropolitan area. Cristo Rey Brooklyn High School is a member of the national Cristo Rey Network of 38 high schools committed to similar academic and work study methodologies and outcomes.

Cristo Rey Brooklyn exclusively serves children of limited economic means from some of the most under-resourced neighborhoods in Brooklyn, Queens and beyond. Most of our students qualify for free or reduced lunch and a significant majority come from single parent homes, are first generation American and aspire to be the first in their families to attend and graduate from college. Cristo Rey Brooklyn serves approximately 250 students, 100% of whom are minority, predominantly of African/Caribbean American and Hispanic descent. Our students come to us from a variety of traditional public, charter, Catholic and other non-Catholic private schools. Approximately half of our students and families are non-Catholic. Our goal is to steadily increase our enrollment to 350 qualified and successful students over the next several years.

Position Summary

The Director of Admissions and Enrollment leads all aspects of student recruitment, admissions, and enrollment management in alignment with the Cristo Rey model. The role is responsible for developing and executing strategies to attract mission-aligned families, achieve annual enrollment goals, and ensure a full and diverse student body. This person serves as the face of the school to prospective students, families, feeder schools, and community organizations.

This position reports to the President and collaborates (i) internally with the Principal, Academic Administration, Corporate Work Study team, Finance staff, faculty and other staff, and current students and families, and (ii) externally with prospect and applicant families and students, feeder schools and other youth development partners and community organizations, the Cristo Rey Network (CRN), and other CRN schools. The Director leads the marketing, recruitment and admissions review process of prospective school applicants from initial outreach through registration of accepted students.

The Director role is a year-round, full-time position and is expected to spend a significant amount of time in the field meeting with existing and prospective families, feeder schools and organizations, and other "gatekeepers", especially during the marketing and recruiting phases of the Admissions cycle. The position entails some limited evening and weekend work. The Director is a member of the School's Leadership Team, actively collaborating with other Leadership Team members and staff. The Director has management responsibility for one full-time

Admissions Counselor and any other staff, be they full-time, part-time and/or volunteer that may be assigned to Admissions.

Primary Responsibilities

- Lead Admissions Team in planning, marketing, advising and processing Admissions prospects to convert them into qualified Admissions candidates and eventual enrollees should they be accepted.
- Develop and implement direct marketing plan and initiatives, including visiting elementary and middle schools and other organizations, including but not limited to youth development organizations, churches, community and neighborhood organizations. Attend various high school fairs, open houses, parent nights and the like.
- Develop, cultivate and maintain relationships with various organizational “gatekeepers” at schools and other target organizations, including teachers, HS placement counselors, parent coordinators, principals and academic administrators, executive directors, coaches, pastors, ministers, etc.
- Maintain and enhance relationships with existing Cristo Rey Brooklyn (CRB) students and families so as to provide an ongoing and growing pipeline for future applicants and enrollees.
- Develop, organize and execute various Cristo Rey Admissions marketing and related Admissions events such as Open Houses, Information Sessions, school and prospect visits, accepted student events, etc.
- Develop and execute Admissions communications and marketing plan including as appropriate, and in collaboration with the Advancement Department, social media, website, electronic and print media.
- Communicate and meet with prospects and their families, acquiring and tracking the necessary application related documentation and information from the families and/or schools.
- Collaborate with the President, Principal, and Work-Study Program team to ensure admissions decisions consider academic readiness and work-study eligibility.
- Oversee/execute Admissions related policies and procedures and other Admissions related responsibilities and assignments.
- Work closely with President and Principal so as to achieve overall school Enrollment Management goals as well as development of school’s annual operating plan and longer-term strategic plan. Provide ongoing management reporting.
- Support families through the transition into the school, including orientation programming.
- Ensure compliance with/achievement of (i) relevant CRN Mission Effectiveness Standards, and (ii) CRB Admissions related goals and objectives.
- Report regularly to the President regarding goals, progress, and identified metrics and attend and participate actively in ongoing leadership team meetings.
- Subject to appropriate review and approval, develop and manage operating (i.e., expense) budget for the Admissions department.
- Manage the Student Ambassadors, members of whom participate in various Admissions (and other school) initiatives and events.
- Assume other duties/amend above responsibilities as determined by the President.

Qualifications and Experience

Below is a list of required (unless otherwise noted) skills and qualifications:

- Bachelor’s degree required; Master’s degree in education, counseling, marketing, nonprofit management, or related field preferred.

- 3+ year experience working with middle school/high school students and families in an educational or youth development context. Specific recruitment, admissions and/or high school placement experience a very strong plus.
- Strong interpersonal and communication skills, including public speaking and bilingual proficiency (Creole and/or Spanish) preferred.
- Demonstrated commitment to equity, access, and the transformative power of education.
- Experience working with diverse populations, particularly first-generation, low-income, and underrepresented students.
- Comfort using CRM systems and admissions databases; experience with SchoolAdmin, Blackbaud, or Salesforce a plus.
- Demonstrated organizational skills (e.g. ability to effectively plan events, maintain complex databases)
- Flexibility to work evenings and weekends as needed.
- Supervisory experience is a strong plus.
- Knowledge of/experience with the NYC school system (public, charter, private), especially in Brooklyn and Queens a strong plus.
- Results-oriented with the ability to think strategically and execute effectively.
- Collaborative team player with a proactive, solutions-focused mindset.

Application

All interested and qualified applicants with a passion for Cristo Rey Brooklyn High School's mission are invited to apply. A complete application will include:

1. Resume
2. Cover Letter: Elaborate in your cover letter, limited to no more than two pages, (i) what past experiences in inner city education, Admissions/Enrollment Management, youth development, communications and/or marketing will help you in advancing the successful growth of CRB, and (ii) what attracts you to the Cristo Rey mission? Why do you believe that you are a match for this unique opportunity to help lead Cristo Rey Brooklyn High School?
3. References: Please list two professional and one personal reference with their email address and telephone numbers.

Please e-mail your completed application as an attached PDF to Ivan Charles at icharles@crstoreybrooklyn.org. Applying immediately is recommended to be given full consideration. Salary range for the role is: \$70,000 – \$85,000. Salary is commensurate with experience and benchmarked with our peer Cristo Rey Network and local schools. Comprehensive benefits are included in the overall compensation package.

CRBHS does not discriminate based on race, color, national or ethnic origin, gender, sexual orientation or religion.