



## **Director of Admissions**

The San Francisco Girls' School, a 9-12 independent school with an outstanding STEM program that will open in August 2021, seeks a founding Director of Admissions to recruit the first class of students. Reporting to the Head of School, the Director of Admissions will be responsible for creating a strategic marketing and admissions plan for the school, including establishing a process for the entire admissions cycle: recruitment, selection, enrollment, and financial aid. The Director of Admissions will serve as part of the leadership team and will be integral to supporting the school's mission and vision.

### **Key Responsibilities:**

- Establish and maintain admissions processes and programs that support the recruitment, selection, and enrollment of students
- With the Head of School and the Board, establish and manage a strategic marketing and recruitment plan to meet established enrollment goals
- Coordinate and conduct admissions events
- Efficiently manage communication and application process with prospective families
- Integrate best practice data collection and quantitative analysis into admissions planning, reporting and decision-making about enrollment strategy, resource use, and planning
- Research national and local demographic trends to support enrollment and marketing strategy
- Foster and maintain relationships with feeder schools and other community partners that increase enrollment opportunities and visibility for the school
- Collaborate with the Head, the Board, and the Finance Officer in administering financial aid

### **Key Qualifications and Qualities:**

- Minimum three years' experience in admissions in an independent school or college setting
- Experience developing marketing and outreach efforts to attract diverse families and students
- Experience working with database or software systems that support enrollment and admissions
- Excellent verbal and written communication skills
- Strong interpersonal skills
- Understanding of and support for all-girls' education
- Entrepreneurial and creative spirit
- Ability to think strategically and critically

Interested candidates should send a resume and cover letter to [blankenship@sfgirls.org](mailto:blankenship@sfgirls.org).

**San Francisco Girls' School** will be an all-girls independent high school nationally recognized for its academic excellence and outstanding STEM program (<https://sfgirls.org>). The school's mission is to educate and inspire leaders in STEM, and aims to remedy the declining number of women pursuing university STEM degrees and, later, STEM careers. There is no all-girls independent high school in the San Francisco Metro Area, an anomaly among major U.S. cities at a time when a large body of research has proven the effectiveness of single-sex education in optimizing a girl's academic performance and leadership skills.

SFGirls has a broader mission of serving as an incubator for innovative STEM coursework, designed specifically for girls, through its **Center of Excellence for Girls' STEM Education**, and delivering it on-line for free to a national consortium of public girls' schools. The CoE will combine data analysis from this pioneering public-private initiative with original research to refine best practices, and develop a foundational pedagogy for teaching girls STEM. Ten public girls' schools across the country are participating in the consortium. Programming began in September 2019 with an *Intro to STEM Careers*, a live-streamed interactive speaker series showcasing women in Bay Area STEM jobs.