



Director of Admissions and Marketing

Job Summary:

The Director of Admissions and Marketing demonstrates professionalism and drive in all aspects of duties. He/She/They is a discrete team member, able to anticipate the needs of the community and multitask in a school start-up environment where collaboration, flexibility and positive outlook are necessary.

Supervisory Responsibilities:

- Supervises employees within the Department to achieve business objectives.
- Hires, guides, and trains admissions representatives.
- Conducts performance evaluations that are timely and constructive.

Duties and Responsibilities:

- Uphold the school's mission for multicultural education, cultural competence and bilingual education
- Establish and maintain business relationships with families seeking admissions
- Create impactful, targeted content for admissions and marketing materials
- Establish a strong branding story that is memorable and impactful
- Model confidentiality and discretion as a part of the Administrative Team
- Work collegially and collaboratively with the school community
- Coordinate key elements of admissions events such as media for presentations, faculty or parent participation, etc.
- Develop working relationships with feeder schools, outreach organizations, and consultants to yield mission-appropriate students.
- Oversee applications and communication with candidates and their parents, make arrangements for any admissions screening, secure student credentials and communicate final decisions to the appropriate individuals in step with ISAAGNY deadlines.
- Manage the admission system and create the admissions budget, admissions and marketing materials, mailings and publications.
- Keep relevant statistics and data on all aspects of the admission and re-enrollment program.

- Manage the re-enrollment of current students for the succeeding year and coordinate the admissions process for graduating students.
- Collaborate with the Head of School and Director of Finance and Operations on tuition assistance.
- Identify communication opportunities that will inform and build positive and productive business relationships with key audiences, including students, parents, faculty, staff, prospective families, alumni, and the broader community.
- Capitalize on the best uses of the website, digital technology, and social media.
- Lead the creative process around content creation and production from concept to completion.
- Coordinate publications and community-wide correspondence, including collaborating with the Head of School on executive communications.
- Performs other related duties as assigned.

Education and Experience:

- Masters degree preferred; Bachelor's degree required
- 3-5 years experience in a similar position

Required skills and abilities:

- Excellent writing and communications skills
- Superb organization and time management
- Facility with Microsoft Office, Google Workspace, social media, and Enrollment Management Systems (School Admin preferred)

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.
- Ability to travel to various recruitment events.
- Ability to navigate to and around all areas of the school campus and to other locations as needed for recruitment events.

Tell us about yourself in a cover letter with your resume and 3 professional references addressed to:

Nasreen Ikram Hussain
 Head of School
nikramhussain@ianyc.org

Please include **DA&M** in the subject line

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