



Title:	Director of Enrollment and Marketing	FLSA Classification:	Exempt - Salary
Reports to:	Superintendent	Salary Range:	\$60,000-\$75,000
Created Date:	03/06/2021	Duration:	12 months
Updated Date:	03/06/2021		

Étoile Academy Charter School, an independent 5th-8th grade charter school in Houston, is seeking an ambitious, smart, and high capacity individual to join our team. Étoile Academy is founded on the belief that all students can learn and achieve at high levels when held to the highest expectations— regardless of their race, ethnicity, socioeconomic status, zip code, or home language. We will ensure that every student in grades 5 through 8 has the academic and character foundation necessary to succeed in high school, graduate from college, and pursue ambitious life goals.

Director of Enrollment and Marketing

The Director of Enrollment and Marketing plays a pivotal role in ensuring that Etoile Academy is fully enrolled and The Director of Enrollment oversees the annual student enrollment cycle that starts with the application opening in November and ends with 100% enrollment on the first day of school. They will work primarily with the Superintendent and the Chief Academic Officer to ensure the effective management of all enrollment milestones: season pre-launch, application launch, lottery, orientation, registration and the first day of school.

The milestone management includes, but is not limited to reporting, training, accountability management, analyzing trends, sharing best practices, and effectively rolling out new initiatives or modifications to existing practices. The person in this role will also be responsible for building the management capacity of student recruiters through ongoing coaching and development.

The Director of Enrollment and Marketing will report directly to the Superintendent and will oversee a team of two (2) student recruiters.

Accountabilities:

1. 3:1 ratio of applications to open seats for each open grade level

- Develop infrastructure to lay as the foundation for recruitment efforts. Create a clear plan to ensure application targets are met (benchmark and final). This includes, but is not limited to: digital marketing plan/campaign, brand awareness, canvassing and community outreach, direct mailings, referrals, planned response to interested and applied families, planned parent information sessions and tours, additional marketing as needed.
- Partnering with the Superintendent on the field recruitment plans. Working with student recruiters to ensure field recruiting meets all milestones and benchmarks.
- Creating an Annual Scope and Sequence to reach each milestone to ensure effective management of student recruiters.

2. 100% enrollment during the first week of school

- Ensure that Etoile Academy hits its projected enrollment.
- Use data insights (daily, weekly, and comparative data) to drive direct-response plans and intervention, when necessary.



- Codify best practices and share.
- 3. 90% of New-To-Etoile Students persist through the first quarter**
- Manage both quality and quantity of applicants ensuring that an applicant is a family who is prepared to persist with Etoile Academy.
- Work with the Superintendent and student recruiters to create and oversee a strong nurture and affiliation campaign.

We look for team members that embody our REACH values. This includes the characteristics below.

- Believes and is committed to our mission and being an agent of change: that all students are capable of getting to and through college
- Has demonstrated effective outcomes and results, and wants to be held accountable for them
- Has a propensity for action, willing to make mistakes by doing in order to learn and improve quickly
- Works with urgency and purpose to drive student outcomes
- Thrives in an entrepreneurial, high-growth environment; is comfortable with ambiguity and change
- Seeks and responds well to feedback, which is shared often and freely across all levels of the organization
- Works through silos and forges strong relationships in order to achieve outcomes
- We believe in education as a profession and hold ourselves to high level of conduct, professionalism and behaviors as models for our colleagues and students.

Qualifications

- A minimum of two years of professional experience in high-performing urban schools with specific experience in marketing and/or student recruiting.
- Expertise in marketing, recruiting, and outreach.
- Experience as a teacher or school-based role preferred.
- A demonstrable commitment to pursuing equity.
- A strong track record of experience and results as a trusted member of an organization's leadership team.
- Ability to multi-task and work within an ambiguous, fast-moving, start-up environment, while driving toward clarity and solutions.
- Excellent written and oral communication skills.
- Bilingual (Spanish and English) required.

Apply Now

To join our team, please click [here](#) to apply.

Étoile Academy does not discriminate on the basis of race, color, national origin, age, sex or disability, in admission or access to, or treatment of employment in its programs and activities.

Any person having inquiries concerning the organization's compliance with the regulations implementing Title VI of Civil Rights Act of 1964 (Title VI), Section 504 of the Rehabilitation Act of 1973 (Section 504), or Title II of the Americans with Disabilities Act of 1990 (ADA), may contact HR at 713.265.8657.