



**SOUTHERN TEACHERS**  
A G E N C Y

**Director of Admission and Enrollment  
Fort Worth Country Day  
Fort Worth, Texas**

[fwcd.org](http://fwcd.org)

**Southern Teachers** is assisting Fort Worth Country Day as it seeks a dynamic school leader to join its senior administrative team as Director of Admission and Enrollment. The school seeks a highly qualified celebrator of both independent schools generally and particularly of this more than fifty-year-old, 1070-student, K-12 day school. The Director must appreciate the respective roles of teachers and division heads and work well with the faculty and administration to learn FWCD's stories and to promote its strengths. Likewise, the Director must have a proven capacity to identify hopes and concerns of prospective parents going through the application and decision-making process.

Candidates should have a strong understanding of academic testing, a knack for names (or be willing to devote significant time to learning those names), experience in a competitive independent school admission environment, and experience designing and implementing marketing initiatives that effectively present a school's story, including social media, targeted advertising, and printed materials. The Director must connect well with parents as they go through the admission process and with such constituents as area corporations, chambers of commerce, and realty groups. The Director must enjoy the process's relational components from inquiry to application to enrollment and enjoy presenting the school to people individually as well as to large assembled groups. He or she must enjoy students of all ages and appreciate hard-working, gifted faculty; have demonstrated success developing and implementing admission strategies that address market challenges; and bring creative and innovative ideas that will foster regular growth in applications and enrollment. The Director must be able to lead an office of four and a school-wide enrollment strategy collaboratively and effectively. He or she must be highly organized, highly motivated, a bit competitive, and quick to laugh

Founded in 1962, FWCD is a nondenominational college-preparatory school located on approximately 100 acres in southwest Fort Worth. Named one of the "Most Livable Communities," Fort Worth is the nation's sixteenth largest city. A major center for industry, technology, and transportation, Fort Worth is home to many corporations, including American Airlines, Bell Helicopter, Lockheed Martin, Pier 1 Imports, and RadioShack. Fort Worth boasts several world-renowned museums and a thriving performing arts scene.

To apply, please complete the online [Application](#) to become a **Southern Teachers Candidate** and submit a cover letter explaining your interest in and qualifications for this position, which begins in July 2017.