



SOUTHERN TEACHERS
A G E N C Y

**Assistant Director of Admission
Lancaster Country Day School
Lancaster, Pennsylvania**

lancastercountryday.org

Southern Teachers is assisting Lancaster Country Day School as it seeks an Assistant Director to help manage the Admission Office as it executes the school's enrollment management strategies. The Assistant Director of Admission helps with regional marketing plans, focus group research, copywriting, coordination of photo shoots, billboard placement, digital marketing, and direct-mail marketing campaigns. He or she processes admission applications, which entails working with parents to ensure that all application components are received and recorded; coordinates campus visits and student assessments; collaborates with admission committees; disseminates decision letters; provides feedback and insight on a broad range of communication with families; recruits, trains, supervises, and delegates tasks to interns and student tour-guide ambassadors; and coordinates testing days, playgroups, open houses, social functions, and other events.

The Assistant Director generates inquiries by representing the school at various outreach events and information sessions; answers procedural and program queries in person, through email, and over the phone; supports relationships with feeder schools and collaborative partners; creates reports from the Senior Systems database; conducts satisfaction survey lunches with newly enrolled students; and coordinates decision letters and accepted student packets. In addition, the Assistant Director serves as primary contact for international student recruiting and as the school's principal SEVP official; conducts tours in the absence of tour guide ambassadors; creates, distributes, and evaluates admission process surveys; arranges follow-up communication with families; works with divisions to ensure timely review of application files; and uses the database to create weekly, monthly, and special reports along with mailing lists.

Candidates must hold bachelor's degrees and have extensive experience with Microsoft, including Excel, and Google applications. They must be able to write with attention to content and grammar; be familiar with admission databases, preferably Senior Systems; and have the flexibility to extend hours during busy periods.

Deeply committed to the intellectual, creative, and emotional growth of its 580 students in preschool through grade twelve, Lancaster Country Day School provides a rigorous college-preparatory program within a supportive environment, creating a community of outward-looking, lifelong learners.

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 January 2017.