

# Lake Forest Country Day School

## Director of Admission, Marketing, and Financial Aid

### Summary

Lake Forest Country Day School (LFCDS) seeks a new Director of Admission, Marketing, and Financial Aid beginning July 2018. LFCDS is a highly regarded, coeducational independent school for students two years of age through eighth-grade in Lake Forest, Illinois. The School, now in its 130th year, is located 30 miles north of Chicago and features a state of the art facility on nearly thirty acres of land in a beautiful suburban setting. LFCDS is nationally recognized for its strong academic program and its developmental approach to learning. The Director of Admission, Marketing, and Financial Aid works closely with the Head of School, and serves on the School's senior administrative team. The director manages an office of two experienced admissions and marketing professionals. Previous admissions experience required. For more on LFCDS, please visit the website at [www.lfcds.org](http://www.lfcds.org)

### Responsibilities:

- Formulate and execute forward-thinking, strategic admission and enrollment policies and practices
- Attract and recruit mission appropriate families whose children will benefit from the School's unique culture and program
- Track and manage prospective students from applicant to enrollment
- Analyze data and identify trends that impact enrollment outcomes and provide meaningful reporting to the Head of School and Board of Trustees to inform decision-making
- Achieve the enrollment goals set in partnership with the Board of Trustees and Head of School
- Welcome prospective families to the School by hosting regular open houses and other events
- Recruit and manage student and parent volunteers
- In collaboration with Director of Development & Alumni Relations, develop a communication plan to engage alumni constituencies
- Develop and implement a strategic recruitment, marketing and communication plan to reach targeted audiences
- Manage all aspects of the School's communications and marketing plan, including print and online communication, event publicity, and media relations
- Work closely with the School's business office to coordinate enrollment
- Manage all aspects of financial assistance, scholarship, and remission programs, to include policy creation and implementation, determining and recommending award amounts, and working with individual families to review and understand individual financial circumstances
- Foster high ethical standards, integrity, and respect for colleagues, alumni, parents, and students throughout the admissions process
- Manage, maintain and administer all aspects of School SEVIS certification, including issuing 1-20 Visas for international students
- Conduct all aspects of position using best practices for each component
- Be sensitive to economic, cultural, and other matters present in the enrollment of a diverse student body
- Communicate clearly and enthusiastically to all staff and prospective students and their families
- Develop and engage in strategic partnerships designed to increase enrollment and visibility

Lake Forest Country Day School embraces diversity of people, cultures, and ideas and is an Equal Opportunity Employer. Individuals interested should send a cover letter and resume via email to: [admissionsearch@lfcds.org](mailto:admissionsearch@lfcds.org)