



Making a world of difference

ISS Administrative Searches is pleased to announce...

American School of Dubai

Dubai, UAE

Seeks Director of Admissions & Enrollment

Application Deadline:

Applications will be accepted and reviewed on a rolling basis. Decisions will be made as soon as a candidate has been identified and deemed to be the best fit for ASD. Interested candidates should submit an application as soon as possible.

Visit the [ISS Administrative Searches webpage](#) to view additional opportunities



Director of Admissions & Enrollment
Job Description & Announcement
2018-2019

The American School of Dubai, an independent not-for-profit American community school, offers what is best about American education to provide learning experiences designed to promote the maximum potential of its students.

Our Mission Statement

We challenge and inspire each student to achieve their dreams and to become a passionate learner prepared to adapt and contribute in a rapidly changing world.

Our Campus

ASD is located in a residential area within Dubai, the global business and cultural hub of the United Arab Emirates. The ASD campus is a 23 acre, million square foot, wireless, state-of-the-art facility. The campus includes spaces designed to promote phenomenal learning experiences, to include; 100 classrooms, two libraries, four science and four technology labs, five art studios, a number of multi-purpose rooms, a 670-seat performing arts theatre, a middle and high school black-box studios, purpose built band and choral classrooms with accompany practice rooms, middle and high school black-box studios, a student broadcasting studio, a multifaceted, field house, indoor and outdoor running tracks, a climbing wall, regulation soccer fields, additional playing fields and play areas, a dance studio, fitness center, two 25-meter swimming pools, six tennis courts and two cafeterias. ASD is known for its inviting and welcoming learning environment.

Position Summary

The American School of Dubai is seeking to hire a Director of Admissions and Enrollment Management to provide Mission focused leadership in managing all facets of the admissions process. He/she will work closely with the School's leadership team to develop admissions criteria, tests, policies to attract, enroll, and retain a diverse and dynamic student population. The Director of Admissions & Enrollment Manager will develop and maintain networking and marketing strategies that support the recruiting of students to meet projected enrollment numbers.

The successful candidate will support the school's mission and core values with a proven track record of success and outstanding interpersonal and communication skills.

The Director of Admissions & Enrollment Management reports to the Associate Superintendent.

The primary roles and responsibilities of the Director of Admissions & Enrollment Manager are:

Leadership Responsibilities:

- Remain current with latest trends in K-12 schools and establish a forward-thinking strategic plan that supports the school's admissions process
- Develop and maintain a thorough knowledge of ASD's programs, brand and value
- Coordinate four essential elements to ensure a competitive and family friendly admissions process and the long-term health of the student body:

- Admissions management (the tracking of prospective students from applicant to enrollment and beyond)
- Student retention
- Research (analyzing data that affect enrollment)
- Marketing
- Develop a strategic recruitment, marketing and communication plan
 - Reaching targeted audiences, including identifying and implementing best-practice web-based technologies
 - Develop admission marketing strategies and materials in conjunction with the Director of Advancement
 - Plan and facilitate recruitment events, open houses, etc.
 - Develop and maintain admissions functions including but not limited to new student and parent orientation programs to support the onboarding and orientation of new students and families in partnership with the Parent Teacher Student Association
 - Serve as an advocate for ASD in the larger community by visiting preschools, and representing ASD at various events and conferences.
 - Develop relationships with corporations and corporate transition/relocation agencies seeking school placements for the children of their employees

Management Responsibilities:

- Oversee all aspects of admission process:
 - Coordinate the admissions assessment process, including entrance testing, interviews and visits for all grade levels
 - Coordinate the communication of admission decisions
- Manage student enrollment
 - re-enroll current students
 - admit all new students
 - withdraw exiting students
 - assume responsibility for meeting enrollment numbers
- Maintain close internal working relationships with key stakeholders including but not limited to:
 - the Testing Coordinator
 - Director of Student Services
 - Division Principals
 - Director of Finance and Business Operations
 - Associate Superintendent
 - Director of Advancement
 - Director of Human Resources
- Oversee admissions budget
- Supervise admission staff members
- Maintain all admissions records and files
- Prepare, maintain and analyze statistics regarding applications, retention and withdrawals
- Ensure that processes are in place to ensure the confidentiality of admissions records, financial information and other sensitive information at all times
- Ensure that the admission data is up-to-date on the school website
- Perform other duties as assigned by the Associate Superintendent

Other Responsibilities:

- Engage with the administration in a committed effort to develop leadership skills in support of student learning

- Openly support and abide by all school policies and procedures
- Model the 'Core Values' in interactions with the school community
- Liaise with the principals, taking on tasks as assigned, including all school goals

Desired Personal Characteristics:

- Demonstrate commitment to personal continuous professional growth and development
- Develop and maintain effective working relationships
- Represent ASD with students, parents, colleagues, and broader school community in a professional manner
- Exhibit a professional attitude toward professional feedback
- Recognize and strengthen personal performance through self reflection, participating in professional development opportunities, keeping up to date with educational research and best practice and by participating in professional organizations

Required Qualifications

- Minimum of a Bachelor's degree
- Minimum of two years prior experience in an Admissions leadership capacity, preferably in a private, independent US curriculum school
- Knowledge of the U.S curriculum schools, standardized tests and the full spectrum of student learning needs
- Familiarity with a variety of curricula
- Demonstrated leadership qualities
- Ability to work collaboratively with all stakeholders
- Outstanding oral and written communications and interpersonal skills
- Strong technology skills with the ability to produce statistical data and reports to present to the school's Leadership Team and Board of Trustees as needed

Preferred Qualifications

- A graduate degree in Education or Marketing
- Prior Marketing experience
- Familiarity with international and local schools and their programs

Salary and Benefits:

The salary and benefits package is highly competitive and will be dependent upon the qualifications and experience of the successful candidate.

Interested candidates are encouraged to apply online through the ASD website:
www.asdubai.org.

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Application Instructions:

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All application materials should be sent to the school as directed, not to ISS.

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