

VP Student Recruitment & Enrollment

Start Date:

Team: Student Recruitment

Location: Brooklyn, NY; Hartford, Bridgeport, New Haven, CT; Providence, RI

Who are we? Achievement First (AF) exists to address the legacy of racism in education in America. Our mission is to deliver on the promise of equal educational opportunity for all of America's children. That is what we work for every day. We know that all children—regardless of race, zip code, or economic status—deserve access to great schools. At the core of our approach is our shared journey by our students and staff to fulfill our incredible potential.

Just the facts. Achievement First has consistently been rated one of the top charter school networks in the country, AND we are still learning and growing. AF is a non-profit 501(c)3 organization that currently supports 41 public charter schools in New York, Connecticut, and Rhode Island. The mission of AF is to deliver on the promise of equal educational opportunity for all children. We currently employ more than 2,000 staff -- 47% of whom identify as Black, Latinx, or Multi-racial -- who collectively educate more than 14,300 students in Brooklyn, NY; Providence, RI; and New Haven, Bridgeport, and Hartford CT. More than 85% of our students qualify for free or reduced-priced lunch. Our students are proving what's possible by achieving breakthrough results in terms of academic achievement and long-term college persistence.

Our focus and reach extend beyond the students and communities that we serve directly. Achievement First is an engaged and prominent partner in the broader education reform movement, partnering with schools and networks from across the country and openly sharing all our resources with educators free of charge.

Why work at Achievement First? First and foremost: you should work at AF if you believe in our values and want to surround yourself with people who share them. We are committed to leading for racial equity. We approach our work with humility, humanity, and the recognition that both what we do and how we do it must model the equity we seek. We strive for excellence by setting a high bar in all areas and pursuing it relentlessly. We care about the whole person and are known to be as warm as we are demanding. We choose joy and actively seek out moments of humor, gratitude, and deeper purpose for ourselves and with each other. We know that we will go further together and intentionally choose to join forces on both big and small things. We name brutal facts, embrace challenge, and see our mistakes as opportunities to get better. Finally, come to Achievement First if you want to help support schools that are striving to redefine what's possible in education. We are obsessed with getting better and are working to create some of the best schools in the country - schools that support not just students' academic success but also their social-emotional learning, identity development, independence as

learners, passion/enrichment/extracurriculars, and life-long fulfillment. AND, at AF, we believe getting better starts with looking in the mirror. We have done a lot of that lately, as we have more aggressively confronted our own biases and unacceptable gaps in our student experience. We are committed to addressing inequity within our systems, culture, and practices and resolve to do the critical work needed to ensure equity for our scholars and staff. So, come to Achievement First if reflection, challenge, and growth feed your soul.

Summary

We are hiring a Vice President to lead our Student Recruitment and Enrollment team. The role is focused on developing and implementing a strategic and data informed approach to managing lottery processes, developing enrollment policy, increasing student applications, and partnering closely with other teams to ensure that families accept our offers and enroll.

Responsibilities of the Vice President include but are not limited to:

- Design and implement multi-channel student recruitment strategy which leverages historical data and market analysis to drive results;
- Cultivate strong relationships with community leaders to implement an effective community-based recruitment campaign with feeder programs, cultural organizations, and other relevant local partners;
- Develop and facilitate an intentional strategy to build relationships with school-based staff (Principals, DSOs, and others) to support the marketing and enrollment of their schools to prospective families;
- Partner with the internal marketing and communications team to align marketing and communications strategies throughout the enrollment life cycle, and launch digital, traditional media, and mailing campaigns;
- Partner with the school ops team and other stakeholders to design and manage enrollment work;
- Ensure smooth implementation of recruitment and enrollment operations, including running the annual admissions lottery;
- Develop, maintain, revise, and codify admissions policies and procedures and oversee training for school-based staff and other stakeholders;
- Oversee data strategy to inform all aspects of the recruitment and enrollment effort, and utilize data dashboards to track KPIs and inform data-driven decision making and continuously improve recruitment and enrollment initiatives;
- Report to cabinet, board, and other audiences about recruitment and enrollment plans and results;
- Hire, onboard, train, manage and coach a multi-layer recruitment and enrollment team.

Required Knowledge & Skills

- 5-7 years of experience with emphasis in student recruitment and enrollment, project management, relationship development, pipeline management, and life cycle programs
- 3+ years leading a team, managing at least three direct reports
- Ability to work with multiple stakeholders to create and maintain exceptional enrollment systems
- Highly developed relational leadership skills, including the ability to develop and manage teams and build relationships across school and network leadership
- Entrepreneurial mindset with the ability to operate in ambiguity and a passion for building systems and structures from scratch
- Experience designing, implementing and leading large cross-functional projects from inception to completion
- Experience managing large and complex datasets and synthesizing information to drive strategic decision-making
- Passion and commitment to urban education and our ultimate goal of closing the achievement gap
- A “can do” attitude and the enthusiasm to be a hard-working, team player who is relentless in the pursuit of AF’s
- An openness to accept and implement feedback and engage in a process of self-improvement
- Bachelor's degree required

Qualifications

- Education: Bachelor's Degree (B.A., B.S., B.S.N, etc.)

To Apply

Send resume to:

Xanthe Jory

xanthejory@achievementfirst.org

Achievement First is an equal opportunity employer and an organization that values diversity. People from all diverse backgrounds are strongly encouraged to apply. Spanish language proficiency is a plus. You can learn more about diversity at Achievement First here: <http://www.achievementfirst.org/about-us/diversity/>.

Achievement First requires vaccination against COVID-19 for all employees. Reasonable Accommodations based on a qualifying disability or sincerely held religious belief are being considered in accordance with applicable law. [Click here](#) to read our full policy.