

HudsonWay Immersion School

Job Description

Job title: Enrollment Manager/ Director

Location: New York, NY

Reports to: Principal- NY

Classification: Exempt

Salary: \$70,000-\$100,000 per year

Updated: 6/24/2025

Position Summary

Hudson Way is looking to hire an Enrollment Manager or Director (based on the experience of candidate). This position is responsible for the new and continuing enrollment of students at the NY campus for day school, after school, summer camp and enrichment programs. This position manages the financial aid for day school working with the CAO, and manages the after school program manager to ensure that profit and loss targets are met. This position also directs the marketing manager in specific items needed to support the campus events.

Responsibilities:

- Lead the development of programs with outside organizations and parents to generate leads resulting in enrollment - Parents League, feeder schools, parent ambassador network, chamber organizations, HR organizations, relocation agencies, consultants and program vendors.
- Develop events, conduct tours and lead marketing to develop materials that showcase the value of HudsonWay's programs. Turn leads into enrollments.
- Achieve enrollment goals – develop leads into enrollment through relationship building and management of enrollment process
- Conduct market research and data analysis to develop strategies to ensure that the programs we offer are competitive in terms of content, price, convenience, etc.
- Develop communications that support retention of current enrollment
- Analyze and report results to measure and improve admission function
- Manage the ex-missions process working closely with the principal
- Be the admissions representative for the school, leading teachers in supporting programs and marketing and admissions efforts
- Actively support marketing and social media efforts for the school
- Ensure financial aid targets are met
- Develop and manage auxiliary programs including mommy and me, enrichment, after school language programs, summer camp and sleepaway camp.

Qualifications:

- College degree in marketing, PR, education or related area required; Master's degree preferred
- Up to 4 years' experience in admissions and/or ex-missions in NYC independent school market for Manager
- 5+ years' experience in admissions and/or ex-missions in NYC independent school market for Director
- Excellent interpersonal skills, strong writing, and organizational skills with keen attention to detail.

- Outgoing, friendly demeanor with ability to develop strong working relationships externally and internally.
- Developed business, marketing and sales skills. Strong customer service orientation
- Superior analytic skills to examine what works, what doesn't and what should be changed.
- Excellent oral and written communication skills.
- Prior experience working with teachers and parents
- Knowledge of early childhood curriculum and elementary curriculum
- Ability to develop and manage budgets
- Social media knowledge and skills
- Proficient user of Microsoft Office including excel and powerpoint, Google suite, Veracross and Clarity.
- Biliteracy in Mandarin or Spanish preferred but not required

To apply, please send a resume and cover letter to HR manager Richa Gupta at rgupta@hwis.org with the subject: Enrollment Manager/Director in the title.