

Job Description

Job Title: Enrollment and Community Engagement Coordinator

Role / Position Scope

The Enrollment and Community Engagement Coordinator is responsible for building relationships, guiding families through the admissions process, and developing strategic partnerships that support sustainable enrollment growth. This role is both relational and strategic, focused on connecting with families, educational professionals, and community partners while managing the admissions process from inquiry through enrollment.

In this role, you play a key role in screening mission appropriate students from local, provincial, regional, and national locations, while developing and maintaining professional relationships with students, family, alumni and referral sources. The Enrollment and Community Engagement Coordinator is the first point of contact for those very important conversations about the students' strengths and academic challenges. You provide introductory presentations and school tours to prospective families.

The ideal candidate is a strong relationship-builder with educational insight, emotional intelligence, and the ability to support families making important educational decisions for children with learning differences. They also have an excellent understanding of the needs of children with learning differences. This person reports directly to the Head of School.

General/Global Responsibilities

1. Contribute to the maintenance of the integrity of the Landmark East School vision and mission brand.
2. Understand the mission and vision of Landmark East School.
3. Respect the dignity and rights of all students always.
4. Interact professionally and positively with parents, students and staff.

Key Responsibilities:

Admissions and Enrollment Coordinator (40%)

- Serve as the primary contact for prospective families from inquiry through to acceptance
- Play a key role in attracting and enrolling mission appropriate students
- Provide accurate and timely responses to inquiries from parents and professionals by phone, email, in writing and in person
- Maintain and distribute admissions information packages
- Maintain regular and thoughtful follow up with prospective families
- Follow up with admissions inquiries
- Lead campus tours and family meetings
- Direct students and families through the admissions process from introduction to acceptance

- Provide continual support and guidance for prospective students and parents through one-on-one meetings, emails and phone calls
- Invite prospective families and applicants to school events throughout the year
- Arrange student ambassadors for events/tours
- Understand the tuition and fee structures and payment options
- Understand the Tuition Support Program, bursary funding, eligibility and the application process
- Work closely with the directors (academic and boarding where applicable) and head of School on admissions decisions (keeping in mind that the Head of School is the final decision maker)
- Support new students and families through a comprehensive onboarding and transition process into their new school community
- Conduct exit interviews with families who have left to return to the public school and/or attend another independent school
- Maintain accurate admissions records and contact data
- Other activities as deemed appropriate by the Head of School

Relationship Development and Community Engagement (40%)

- Build and maintain relationships with educational psychologists, guidance counsellors, paediatricians, speech-language pathologists, occupational therapists, and other professionals who support students with learning differences
- Represent the school at community events, conferences, etc.
- Support alumni and current family engagement initiatives that strengthen school community and referrals
- Develop and maintain strong alumni relationships
- Maintain accurate alumni records and update in an ongoing basis
- Coordinate small information sessions, workshops, or outreach events for professionals and families
- Maintain ongoing communication with prospective families who are in the early stages of school exploration

Pipeline Development and Data Tracking (20%)

- Track inquiry, application, and enrollment data as well as conversion rates
- Identify trends and opportunities to strengthen the enrollment pipeline
- Support development of admissions communications and messaging
- Assist with planning admissions events
- Maintain prospective student pipeline and long-term inquiry lists
- Provide regular enrollment reports and updates including weekly and monthly admissions tracking and reporting, as well as establishing and maintaining an enrolment management system
- Support marketing initiatives by identifying stories, testimonials, and student success narratives

Qualifications and Experience

- Background in education, counselling, psychology, social work, admissions, or community engagement

- Experience working with children/students with learning differences
- Strong interpersonal and communication skills
- Ability to build relationships with families and professionals
- Highly organized with strong follow-through
- Comfortable working with data and tracking enrollment metrics
- Ability to work both independently and collaboratively

The Successful Candidate will be:

- Warm, empathetic, and an excellent listener
- Confident and professional when working with families
- Organized and detail-oriented
- Persistent and proactive in follow-up and relationship building
- Passionate about helping students find the right educational environment
- Comfortable discussing tuition and school fit with families
- Able to manage multiple relationships and timelines simultaneously