

BENJAMIN FRANKLIN INTERNATIONAL SCHOOL

BFIS Director of Admissions

Summary

The Director of Admissions leads enrollment at BFIS, overseeing the full journey from initial inquiry through enrollment and re-enrollment. The role ensures the school attracts and enrolls students and families who are well aligned with its mission and values, while maintaining healthy, sustainable enrollment.

As a key leadership position, the role brings together strategic thinking, sound judgment, and strong relationship-building with the discipline of clear systems and reliable data. The Director is accountable for enrollment outcomes, the quality of the admissions experience, and the integrity of admissions processes, systems, and reporting.

Working closely with the Director of Communications and Marketing, The Communications Team and the Development Manager, the Director ensures alignment between how the school presents itself, how families experience it, and how they remain connected over time. The role contributes to senior leadership discussions and provides clear, consistent reporting to support planning and Board oversight.

The Director ensures that prospective families understand and connect with the school's educational approach, including the Reggio Emilia–inspired practices in the early years and the IB Middle Years and Diploma Programs. Admissions at BFIS should reflect who we are: a school that nurtures creativity and curiosity, builds community, prepares students for the future, and fosters a genuine joy in learning.

Key Responsibilities

1. Admissions Process & Enrollment Management

- Lead and manage the full admissions cycle from inquiry through enrollment and re-enrollment (200+ applications annually), including mid-year entries
- Respond to inquiries, conduct tours and interviews, and guide prospective families throughout the process
- Evaluate applications, verify records, contact previous schools, and coordinate testing where appropriate
- Collaborate with Principals to reach consistent, well-informed admissions decisions aligned with program readiness and community fit
- Ensure all decisions are clearly communicated and accurately documented in the CRM
- Manage student credentials, documentation, and admissions records
- Coordinate student visits and ensure a welcoming, well-organized onboarding experience
- Maintain accurate and up-to-date enrollment, availability, wait pool, returning, and exiting student lists
- Ensure consistent admissions coverage throughout the year, including summer months
- Maintain strict confidentiality and safeguarding of all student and family data

2. Data Integrity, Systems & Reporting

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- Own and ensure accuracy, completeness, and consistency of all admissions and enrollment data from application through enrollment
- Maintain error-free records shared across Operations, Academic teams, and the Business Office
- Establish and enforce clear, consistent admissions processes across all divisions (ES and MS/HS)
- Track performance across the full admissions funnel, including inquiries, applications, conversion, retention, and early exits
- Monitor cohort balance and ensure compliance with nationality mix guidelines
- Provide regular reporting and forecasting to support staffing and financial planning, in collaboration with the Business Office
- Produce weekly reports for the Operations Team and provide clear data for leadership and Board oversight
- Reduce duplication and streamline systems, documents, and workflows
- Ensure all processes meet GDPR, safeguarding, and confidentiality requirements

3. Strategy, Enrollment Goals & Continuous Improvement

- Ensure the school is filled to capacity with students aligned to the BFIS mission and values
- Set and monitor enrollment targets and pipeline performance
- Use data and trends to inform forecasting, planning, and decision-making
- Evaluate and continuously improve admissions processes, systems, and family experience
- Establish sustainable, long-term admissions procedures and governance
- Redesign tools, reports, and materials for clarity, consistency, and effectiveness
- Improve the admissions section of the school website to enhance usability and accessibility

4. Family Experience & Community Fit

- Ensure a welcoming, responsive, and well-organized admissions experience from first contact through transition into the school
- Clearly define and consistently apply standards for “fit,” considering both academic readiness and contribution to the community
- Guide families to understand and align with the school’s educational approach (IB and Reggio Emilia-inspired practices)
- Monitor new family transition, retention, and early exits, and intervene proactively when needed
- Lead and oversee key admissions and transition events (Open Houses, information sessions, orientations)
- Ensure alignment between admissions messaging and the lived school experience

5. Internal Collaboration & Leadership

- Lead weekly Admissions Committee meetings and ensure alignment across the school
- Work closely with Division Leadership, Faculty, Business Office, Operations, Tech, and Communications
- Align admissions data with operational and financial planning through clear

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communication

- Contribute to school leadership and strategic planning discussions
- Ensure appropriate staffing coverage and contingency planning
- Lead and develop the Admissions team, setting clear expectations and ensuring accountability, organization, and effective workload management

6. Marketing, Outreach & External Relations

- Act as an ambassador for BFIS, ensuring all external engagement reflects the school's identity and values
- Build and maintain relationships with feeder schools, preschools, international schools, relocation agencies, and consultants
- Visit local schools and strengthen the school's visibility within the community
- Partner with Communications and Marketing to align messaging, positioning, and recruitment efforts
- Share insights from prospective families to inform marketing strategy
- Work with the Development Manager to support long-term engagement with families

7. Program Alignment & School Development

- Collaborate with teachers to develop age-appropriate admissions and evaluation tools
- Ensure admissions practices reflect and support the school's mission and educational philosophy
- Engage in professional development (e.g., IB training)
- Support initiatives that strengthen alignment between admissions, academics, and the overall school experience

8. Professional Competencies & Attributes

Skills

- Strong written and verbal communication in English and Spanish (additional languages an advantage)
- Excellent interpersonal and relationship-building skills
- High emotional intelligence and cultural sensitivity
- Strong organizational, planning, and prioritization abilities
- Ability to manage high-volume workflows and distribute work effectively
- Data-driven decision-making and strong attention to detail
- Strong Excel skills (including pivot tables and data analysis).
- Professional, discreet, and reliable

Personal Attributes

- Kind, honest, respectful, and responsible
- Adaptable and solution-oriented
- Strong sense of accountability and ownership
- Positive, collaborative, and proactive
- Sense of humor and resilience