



Position: Director of Admissions

Location: Remote, some onsite at Ann Arbor Campus

Job Type: Full Time/ Salary (exempt)

Join Us!

Clonlara School is seeking an experienced Director of Admissions to lead our global admissions strategy, manage a global team, and ensure a warm, high-integrity experience for families from inquiry through enrollment. This role blends team leadership, process design, and data-driven enrollment management to strengthen our admissions approach and support all Clonlara programs. The Director of Admissions will oversee admissions operations, partner closely with Marketing & Outreach and program coordinators, and drive continuous improvement in workflows, communication, and reporting to help Clonlara reach and serve families around the world.

About Clonlara

Clonlara School is an accredited, K–12 nonprofit school based in Ann Arbor, MI, serving students both locally and around the world. What started as one small school in 1967 is now a global learning community with 2,300+ students in 80+ countries, services in six languages, and a staff of 90+ professionals spread over nearly every continent. We use EOS®, the Entrepreneurial Operating System, to strengthen alignment, clarity, and accountability across our global team.

At Clonlara, we cultivate a joyful Culture of Trust built on teamwork, adaptability, generosity, and shared purpose. Grounded in our core values, we grow together in a supportive, mission-driven environment that embraces change and inspires lifelong learning.

What you will do

- Lead and coach a global multilingual admissions team, ensuring consistent, warm, and high-integrity admissions experience for inquiring families while adapting to local realities and needs.
- Own admissions strategy and pipeline management for all programs, with primary focus on the Off-Campus Program: targets, forecasting, and conversion.
- Follow EOS®, the Entrepreneurial Operating System and using other software and systems Clonlara has adopted.
- Design and continuously improve the admissions journey (inquiry, discovery, application, acceptance, enrollment, handoff to advising), including service-level standards and quality controls.

- Reach quarterly enrollment and re-enrollment goals as set annually by developing and implementing effective plans and strategies for the recruitment, admission, and retention of students.
- Maintain and analyze scorecard numbers for admissions.
- Gather and consolidate market information about competitors and main trends in alternative education in Clonlara's language markets.
- Identify potential marketing collaboration partners and develop strategic agreements to enable Clonlara to reach the right target segments in its different markets.
- Collaborate with the Marketing & Outreach department on lead quality, messaging, and campaign feedback loops; translate insights from admissions conversations into content and outreach improvements.
- Oversee admissions data integrity and reporting across programs, including generation of recurring metrics and dashboards.
- Lead the implementation, adoption, and ongoing use of Blackbaud Enrollment Management, ensuring data integrity, clear workflows, effective team training, and accurate reporting for planning and decision making.
- Partner with Operations and Finance Departments to ensure smooth enrollment logistics (appropriately communicating billing steps, documentation, timelines during the enrollment process) and clear handoffs.
- Ensure the global admissions team maintains appropriate discretion and risk management in sensitive contexts: be aware of local legal frameworks; protect family confidentiality; escalate complex issues to leadership as needed.
- Work with the Marketing and Outreach team to ensure that the appropriate communication resources to support the inquiry process are in place and updated.

Education and Experience

The ideal candidate will have a bachelor's or master's degree in education, Business Administration, Communications or related degree and at least five (5) years experience in Admissions and Enrollment leading positions, ideally in K-12 education.

Key Competencies

- Strong people leadership: builds trust, clarity, and accountability across a distributed, multilingual team.
- Consultative enrollment leadership: guides global admissions staff leveraging their local market knowledge.
- Process design and operational rigor: can standardize workflows, define service levels and standards for all programs, and improve conversion and experience.
- Data fluency: comfortable with CRM/enrollment systems, reporting, and funnel analytics.
- Ability to communicate thoughtfully, handle delicate situations with discretion: protects confidentiality and navigates sensitive topics with care.
- Cross-functional collaboration: aligns admissions with marketing, advising, and operations.

Qualifications

- Experience managing teams, working across regions and/or languages preferred.
- Demonstrated ability to build or repair an admissions function: process, metrics, and team operating rhythm.
- Comfort with learner-centered, personalized education models; ability to explain a non-curriculum-support model.
- Hands-on experience with CRM/enrollment platforms; willingness and ability to understand Blackbaud Enrollment Management, use resources offered by Blackbaud to improve processes and practices, and optimize the use of reports across all programs.
- Excellent written and verbal communication skills; strong judgment and discretion.

Preferred

- Experience in global online/off-campus school models, homeschool support organizations, international schools, or K12 enrollment.
- Experience implementing or using enrollment/CRM systems (e.g., Blackbaud) and building dashboards/standard reports.
- Experience with multilingual service delivery or global customer experience design.