Enrollment Coordinator Job Description

Position Summary

The Enrollment Coordinator is the face of Tillery Charter Academy and owns the school's enrollment results from first contact to first day. This is not a front-office role. It is a full-cycle enrollment position accountable for hitting annual enrollment and retention targets for grades K-8.

The Coordinator manages every family touchpoint: inquiries, tours, applications, lottery and waitlist, registration, onboarding, and re-enrollment. They represent Tillery in the community, build relationships with families and partners, and help families feel welcomed and supported. Bilingual proficiency in English and Spanish is preferred but not required. The right person is passionate about customer service in the school sense: every family feels welcomed, heard, and cared for, whether they are touring for the first time or re-enrolling for their fifth year.

Key Responsibilities

Own the Enrollment Process, End to End

- Respond to every inquiry (phone, email, web, walk-in, social) within one business day, in the family's preferred language
- Schedule, prepare, and lead school tours and open houses, telling Tillery's story with confidence and specifics
- Guide families through the application, lottery, waitlist, and registration process, following up until each file is complete
- Collect, verify, and maintain enrollment documents in compliance with state and school requirements
- Coordinate a smooth onboarding experience for new families, including welcome communication, orientation, and first-week check-ins
- Manage the waitlist actively, keeping families warm and filling openings quickly

Deliver an Exceptional Family Experience

- Treat every family interaction as a chance to show what Tillery stands for: warm, responsive, and personal
- Greet families by name, return every call and message promptly, and follow through on every promise
- Anticipate family questions and remove barriers before they become reasons to choose another school
- Resolve family concerns with patience and care, looping in leadership when needed
- Set and model the customer service standard for the front office and anyone who interacts with families

Be the Face of Tillery in the Community

- Represent the school at community events, fairs, churches, early childhood centers, libraries, and neighborhood gatherings
- Build and maintain referral relationships with preschools, pediatric offices, community organizations, and local businesses
- Plan and staff a year-round calendar of outreach events, with heavier activity during peak enrollment season
- Serve as a trusted, bilingual point of contact for Spanish-speaking families throughout their time at Tillery

Drive Retention and Re-Enrollment

- Lead the annual intent-to-return process and follow up personally with undecided families
- Partner with school leadership and teachers to identify families at risk of leaving and address concerns early
- Conduct exit conversations with withdrawing families and report the reasons to leadership
- Cultivate family ambassadors and referral programs among current families

Track, Report, and Improve

- Maintain accurate, up-to-date records in the school's enrollment systems
- Track the full funnel (inquiries, tours, applications, enrollments, retention) and report weekly to leadership
- Analyze where families come from and where they drop off, and recommend adjustments
- Collaborate with marketing partners on campaigns, messaging, and lead follow-up
- Coordinate translation of enrollment materials and family communications

Qualifications

Required

- Strong written and verbal communication skills, with the ability to communicate clearly, professionally, and effectively with families and community members.
- A genuine passion for customer service and a track record of creating positive experiences for families or customers
- At least 2 years of experience in enrollment, admissions, sales, customer service, community outreach, or a related role
- Comfort speaking in front of groups and approaching people at community events
- Demonstrated ability to manage a pipeline, follow up consistently, and meet measurable goals
- Strong organization and attention to detail with records and deadlines
- Proficiency with email, spreadsheets, and databases
- Availability for some evening and weekend events
- Ability to pass required background checks

Preferred

- Bilingual proficiency in English and Spanish, with the ability to communicate effectively and build relationships with Spanish-speaking families. Associate's or bachelor's degree
- Experience in a K-12 school, especially a charter school
- Personal ties to the communities Tillery serves
- Experience with social media, event planning, or grassroots marketing

Core Competencies

- Service-minded: finds real satisfaction in making families feel welcome and supported
- Relationship builder: earns trust quickly with families, partners, and staff
- Results-driven: treats enrollment targets as personal commitments, not suggestions
- Persistent follow-through: no inquiry goes unanswered and no application stalls
- Confident ambassador: represents Tillery with warmth, professionalism, and pride
- Culturally responsive: understands and respects the families Tillery serves
- Data-minded: uses numbers to see what is working and adjusts quickly
- Team player: works closely with leadership, office staff, teachers, and marketing partners

Position Details

Item	Detail
Reports to	Principal
Schedule	This is a part-time position with a flexible schedule. Hours vary with enrollment needs, up to 20-25 hours per week during peak enrollment season and fewer during slower periods. Some evening or weekend availability may be needed for school tours, information sessions, and community events.
Location	Tillery Charter Academy campus and local community
Compensation	Competitive hourly pay based on experience and qualifications; performance incentive tied to enrollment targets

Tillery Charter Academy is an equal opportunity employer.