

# **Austin Jewish Academy (Austin, TX)**

*An innovative, K-8 Pluralistic Jewish Day School focused on Project-Based Learning*

## **Position: Director of Admissions and Marketing**

**Reports to:** Head of School

Austin Jewish Academy (AJA) seeks a strategic, relational, and highly organized Director of Admissions to lead all aspects of student recruitment, admissions, enrollment, and re-enrollment for our K-8 pluralistic Jewish day school. Located on the Dell Jewish Community Center campus in Austin, Texas, AJA offers families a distinctive educational experience grounded in academic excellence, Project-Based Learning, timeless Jewish values, and a strong sense of community. As a key ambassador for the school, the Director of Admissions will lead a comprehensive enrollment program that attracts, enrolls, and retains families aligned with AJA's mission and values. This highly visible role is ideal for a leader who combines strong interpersonal instincts with strategic thinking, compelling storytelling, and careful attention to detail.

## **Key Responsibilities**

### *Enrollment Strategy & Growth*

- Develop and implement a strategic admissions and enrollment plan that supports the school's enrollment goals
- Lead all admissions and enrollment efforts from inquiry through enrollment and re-enrollment
- Partner with school leadership on enrollment strategy, forecasting, retention, and pipeline development
- Track admissions data and use it to improve outreach, conversion, yield, and retention

### *Recruitment & Family Engagement*

- Serve as the primary point of contact for prospective families and ensure a warm, responsive, and mission-aligned experience
- Conduct tours, coordinate open houses and admissions events, and build strong relationships with prospective and current families
- Build relationships with preschools, synagogues, community partners, and other referral sources
- Represent the school at events and in the broader Austin Jewish and independent school communities

### *Admissions Process*

- Oversee all aspects of the admissions process, including applications, interviews, visits, assessments, and admissions decisions
- Manage applicant files, admissions systems, timelines, and communications with accuracy and care
- Create a welcoming, personalized experience for every family throughout the admissions process
- Support tuition assistance communication and coordination in partnership with the Business Office

### *Marketing, Storytelling & Visibility*

- Partner with the school's communications team and leadership on messaging that clearly reflects AJA's mission, values, and program strengths
- Share compelling stories that reflect AJA's values, student experience, and daily life
- Help strengthen the school's visibility and value proposition among prospective families and community stakeholders

### *Retention, Community Building & Advancement Partnership*

- Support re-enrollment and partner with school leadership to strengthen the overall family experience
- Gather feedback and insights to continuously improve admissions and retention efforts
- Partner with the Head of School on community-facing events, storytelling, and selected advancement efforts that support both enrollment and philanthropy
- Collaborate with faculty, staff, and parent volunteers to ensure that prospective and current families feel connected, informed, and welcomed

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## **Qualifications**

- Bachelor's degree required
- Relevant experience in admissions, enrollment, independent schools, community outreach, or a related field; independent school experience preferred
- Exceptional communication and relationship-building skills
- Strong organizational skills, follow-through, and attention to detail
- Ability to manage systems and data while maintaining a highly personal and welcoming family experience
- Appreciation for Jewish day school education, enthusiasm for Project-Based Learning, and a desire to have a positive impact on a growing and evolving school community

## **Start Date**

August 1, 2026, for the 2026-27 school year

## **How to Apply**

Interested candidates should send a cover letter and resume to: Mr. Kari Loya, Interim Head of School, at [kari.loya@ajaschool.org](mailto:kari.loya@ajaschool.org)

## **About Austin Jewish Academy**

*Founded in 1997, Austin Jewish Academy is a 120-student, coeducational, pluralistic Jewish day school serving grades K-8 on the 40-acre campus of the Dell Jewish Community Center in Austin, Texas. Through Project-Based Learning, timeless Jewish values, and a tight-knit community, AJA prepares and inspires students to transform the world. Learn more at [www.ajaschool.org](http://www.ajaschool.org)*

