



Recruitment and Admissions Senior Manager

Job Description

Reports To:	Family Services Officer
FLSA Status:	Exempt
School Classification:	Classified, Salaried
Starting Pay Range:	\$65,000
Location:	Hybrid/Onsite

Position Summary: The Admissions Senior Manager (ASM) is responsible for leading the overall student recruitment strategy and overseeing the seamless transition of new families into Hiawatha Academies. The ASM will develop and implement strategies aligned with the network's enrollment goals, ensuring a successful recruitment and admissions process. The ASM collaborates with the family experience team, language team, campus leaders, and external partners to increase the visibility of Hiawatha Academies while ensuring equitable access to high-quality education for all families. The ASM reports to the Family Services Officer and supervises the recruitment and enrollment team.

ESSENTIAL FUNCTIONS and RESPONSIBILITIES:

Strategy & Planning:

- Collaborate with the Family Services Officer (FSO) to develop and implement year round recruitment strategies aligned with organizational goals.
- Lead network-wide student recruitment campaigns, including outreach to local communities, organizations, and families.
- Ensure that all campuses maintain consistent recruitment practices, and provide training and support to campus-based recruitment staff.
- Oversee the use of data systems (e.g., Finalsite) to track and report on recruitment, application, and enrollment metrics.
- Develop and maintain strong relationships with community partners, government agencies, and other stakeholders to support recruitment efforts.

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- Ensure that all admissions policies and processes are compliant with applicable regulations and are transparent to families and students.
- Monitor enrollment trends and adjust recruitment strategies as needed to meet organizational targets.
- Partner with campus leaders and operations teams to create seamless transitions from recruitment to student onboarding and family engagement.
- Partner with organizational leaders to improve re-enrollment rates year-over-year.

QUALIFICATIONS GUIDE:

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education & Experience:

- Bachelor's Degree in Education, Business, or a related field.
- 3+ years of experience in admissions, recruitment, or enrollment management.
- Experience developing and implementing strategic recruitment plans.
- Excellent project management skills, with the ability to oversee multiple recruitment efforts simultaneously.
- Strong understanding of enrollment data analysis and reporting.
- Proven ability to build relationships with community organizations and families.
- State and federal background clearance (Trusted Employees) to work with students (123B.03).
- No prospective employee can report to work without this clearance being received and the Human Resources Manager notifying the immediate supervisor of this clearance.

Other Qualifications:

- Master's Degree in Education, Business Administration, or a related field.
- 5+ years of experience in school admissions, recruitment, or related fields.
- Demonstrated success in managing admissions and recruitment systems and improving enrollment outcomes.



- Experience working in a bilingual or multilingual setting, with experience recruiting diverse communities.
- Proficiency with admissions software (Finalsite, or similar) and managing large-scale data systems.

Knowledge:

- Advanced understanding of operational systems and technologies
- Comprehensive knowledge of data management and analysis techniques
- Familiarity with industry regulations and compliance requirements
- Understanding of project management methodologies
- Knowledge of information security best practices

Acquired Skills:

- Strong analytical and problem-solving skills
- Excellent leadership and team management abilities
- Advanced proficiency in relevant software and systems
- Effective verbal and written communication skills
- Proficient in data analysis and visualization tools
- Ability to read and interpret technical documentation and system architectures

Abilities:

- Capacity to manage multiple projects and priorities simultaneously
- Ability to make sound decisions under pressure
- Skill in negotiating contracts and managing vendor relationships
- Aptitude for developing and implementing policies and procedures
- Capability to translate complex technical concepts into understandable terms for non-technical stakeholders

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Primarily sedentary work, with extended periods at a desk and computer



- Occasional walking and standing during system inspections or data center visits
- Ability to lift and move up to 20 pounds for office supplies or equipment
- Visual acuity to review detailed technical documents and data displays
- Manual dexterity for frequent use of computer and technical equipment

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Primarily office-based work environment
- Occasional exposure to loud noises in data center or server room environments
- May require travel between multiple office or data center locations
- Potential for on-call duties to address critical system issues
- May require occasional evening or weekend work for system maintenance or upgrades
- Ability to work in a fast-paced environment with changing priorities