

Director of Admissions and Marketing



Imagine a school where students are prepared and inspired with the tools to be both contributing citizens in American society and fully observant Jews. At Maimonides School, children become adults in whom devotion to Torah values, strong support of the state of Israel, and the desire to contribute to general society are organically linked.

Maimonides is proud to be the beacon of Modern Orthodox education in New England and welcomes students from Early Childhood through 12th Grade.

The school's mission is to produce religiously observant, educated Jews who will remain faithful to religious beliefs, values, and practices as they take their place as contributing members of general society.

Maimonides provides students with both an outstanding religious education and an excellent college preparatory general education in an atmosphere that reinforces their commitment to the values of Torah.



Maimonides comprises four divisions with approximately 400 students and 120 employees.

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The Position

Maimonides School seeks a **Director of Admissions and Marketing** who is an **experienced, highly motivated, mission driven, and strategic marketing and community relations leader** to serve as a primary partner to the Head of School and Board of Directors.

The Director of Admissions and Marketing will develop and implement strategies to **advance the Maimonides brand, engage internal stakeholders, strengthen the parent community, and enhance partnerships within the Boston Jewish community**. Maimonides School seeks a **data and relationship-driven strategist** who will bring **experience in customer retention and acquisition** and approach their work from a **values-driven mindset**. The Director will engage in meaningful relationships with families and will be welcomed as a **trusted partner** in their children's educational experience.

The Director of Admissions and Marketing will have overall responsibility for **enrollment**, including **admissions and retention**. They will also develop and implement strategies to advance the Maimonides brand **communications** goals. This position will report to the Head of School and serve on the all-school administrative team.

The Director of Admissions and Marketing will join the school at a pivotal time as Maimonides welcomes its new Head of School.

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Responsibilities

- Lead all aspects of admissions and retention efforts in partnership with division heads and other school administrators.
- Develop and execute admissions and retention strategy, both for the current year and long-term.
- Monitor, assess, and update projected enrollment targets, as well as related data and trends.
- Develop and execute a communications plan that serves enrollment strategies and communicates Maimonides' value proposition. Develop metrics for periodically assessing and revising the plan.
- Work closely with the Chief Financial Officer on the financial aid process and analysis of its success.
- Develop strategies to advance the Maimonides brand within the school and community.
- Partner with Development and Alumni Relations to ensure consistent messaging.
- Serve as a positive, energetic, and engaging representative of Maimonides and its mission, developing strong relationships with families in the Jewish community and Jewish leaders who are, or can be, advocates for a Maimonides education.
- Develop strong working relationships with feeder schools, as well as other Jewish, private, and public schools within greater Boston.
- Coordinate, manage, supervise, and develop admissions and communications personnel.
- Support enrollment management through database management; setting and achieving of admissions and retention goals; concierge stewardship of current and prospective families; and appropriate communications.
- Generate and interpret regular reports on trends and data relevant to enrollment and community engagement, and present to and advise Head of School, Board of Directors, and school leadership.

Experience and Qualifications

- Five years or more prior experience in admissions, marketing, and/or communications.
- Bachelor's degree required. Master's degree preferred.
- Skills in data management and databases (Veracross or similar SIS experience a plus).
- Skills in strategic planning and project management.
- Demonstrated skill as a collaborator and innovator.
- Excellent verbal and written communication.

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- Management experience in directing a team and providing strong feedback, support, and supervision.
- Ability to innovate and learn, and to receive and act on feedback.

"We love Maimonides and consider it to be the most important institution to our family and our community. It embodies and reflects the values we hope to convey to our children – being proud to be Orthodox Jews and part of an intellectual, spiritual, religious tradition, highly literate in Judaic and secular studies and rooted in Torah, mitzvot and derech erez." **A Maimonides Parent**



Leadership



On July 1, 2022, Maimonides School welcomed Rabbi Yaakov Green, Maimonides Class of '98, as its new Head of School. The appointment culminated an intensive year-long national search which included broad engagement and considerable input from the Maimonides School community.

Rabbi Green is a strong educational leader who previously served as Head of School at Akiba Yavneh Academy in Dallas, Texas; as Head of School at H.F. Epstein Hebrew Academy in St. Louis, Missouri; and as Principal of Judaic Studies at Donna Klein Jewish

Academy in Boca Raton, Florida. Rabbi Green holds a Master's degree in Education, with a concentration in Technology in the Classroom, and Bachelor's degrees in English Literature and Political Science.

Rabbi Green grew up in Newton, MA, and is coming back home to take the helm at Maimonides. "As I think about coming back to this amazing institution that has been such an important part of my entire life, I cannot wait to continue the legacy of the Rav and of the amazing teachers and educators who came before me," said Rabbi Green.

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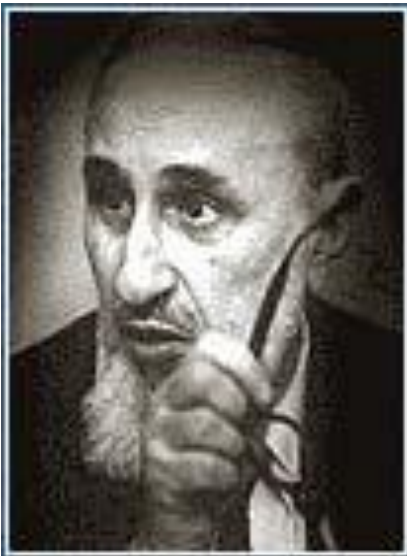
Rabbi Green is an inspirational Modern Orthodox role model with a dynamic leadership style. He stands out as a strong educational leader who will bolster the spirituality, ruach, and academics at Maimonides.

"At Maimonides, we are taught the power of knowledge, self-improvement, community, and respect. These values are not just abstractly spoken about; these values are undoubtedly displayed by teachers, students, parents, and administration." **A Maimonides Student**



History

Founded by Rabbi Dr. Joseph B. Soloveitchik ל"צ (the Rav) in 1937, Maimonides School is part of a pioneering heritage. Maimonides began with an enrollment of six students and a faculty of one in an upstairs room of a Roxbury synagogue.



The Rav's revolutionary actions included:

- Opening a Jewish day school at a time of rampant assimilation.
- Insisting that modernity could be synergistically coupled with Orthodoxy, when the overwhelming dynamic was of one rejecting the other.
- Asserting that girls should receive the same education as boys when most schools, public and private, limited opportunities for girls.

"Jewish learning should be an experience of intoxicating beauty, enriching and inspiring the heart" – **Rabbi Dr. Joseph B. Soloveitchik** ל"צ

As Maimonides flourishes into its fourth generation, over 2,000 alumni continue to celebrate the Rav's bold vision and support his vital and ongoing legacy. Every year the school strives to make its values more evident and bring its actions into complete alignment with the promise of academic excellence.

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Maimonides has always been radically ambitious in its goals for its students.

Building on the legacy of the Rav, a hallmark of Maimonides' philosophy has always been to provide the same opportunities to both girls and boys, all learning in classes together.

Maimonides is championing a student-centered culture, one that is consistent with Modern Orthodox values, celebrates the individuality of each and every student, and creates an environment in which all students can thrive academically, socially, and emotionally.

Maimonides is proud to be at the forefront of Jewish day schools in addressing affordability. MAI Way, a highly valued, innovative initiative, sets a unique tuition obligation for each family, based on income and the number of children enrolled in the school, and offers a streamlined and efficient application process. Maimonides is committed to continuously exploring new avenues to make Jewish education affordable in the Greater Boston area.

Admissions and Marketing Opportunities

Maimonides is excited and primed for significant directional leadership within the arenas of Marketing and Admissions.

For decades the school was virtually the only Jewish school in the area catering to the needs of traditional Jews. When the demographic realities and the ecosystem of day schools in the area evolved, producing more diverse school options, Maimonides began the process of updating its professional-grade efforts to retain and recruit students, as well as marketing itself successfully to both the local and national Jewish community.



However, while the school has made significant strides in these areas, there are still opportunities to bring a sense of new energy and effort to not only adhere to best practices, but to regain ground. Several years of attrition and decreased enrollment as local day school options increased have helped to create an atmosphere where the school community is eager for renewed excitement and

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leadership, and for Maimonides to set a new benchmark for excellence in these departments within the greater Boston Jewish day school community and the national field.

This new role is positioned to directly partner with the new Head of School to create strategies and systems of operations within the departments of marketing and admissions. The new Director will take the lead on implementation of those strategies and systems that will remind and re-inspire our school families, as well as many other families, of the paramount importance and prestige that is the hallmark of Maimonides School – past, present, and future!

Location

Maimonides School is located in beautiful Brookline, MA. The school is accessible by public transportation.

Salary

The salary range for this position is \$120,000 - \$135,000, annually.

Apply

To learn more about this role or to apply, please contact **Wendy Wilsker**, Managing Partner, at wwilsker@boyden.com.

Maimonides School is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture. Maimonides does not discriminate based on disability, veteran status, or any other basis protected under federal, state, or local laws. Candidates must be authorized to work in the U.S.