

Directeur/Directrice des admissions et des inscriptions

11-05-2026

Emplacement : <https://recrutement.mlfmonde.org/offre-emploi-3724.html>

Corps :

Disciplines :

Date limite pour postuler : 15-05-2026

Date de prise de poste : 01-07-2026

Type de contrat :

Durée : N.A.

Poste étudié en Commission Consultative Paritaire : Non

Etablissement : Rochambeau, The French International School

Localisation : États-Unis / Bethesda, MD

Statut d'établissement : Partenaire du réseau de la Mlf

Définition de poste :

Rochambeau, The French International School of Washington, DC (Rochambeau), has an opening for a Director of Enrollment Management ? ??Full-time.

Location: Bethesda, MD Reports to: Executive Director Job Type: Full-time; Exempt; Director-level Salary Information: The salary range is \$145,000-\$165,000 USD annually. Benefits: In addition to base compensation, this position is eligible for: paid time off, paid holidays, incentive pay, and health and retirement benefits enrollment, which includes medical, dental, vision, life insurance, and a 403(b) plan with 5% match.

THE SCHOOL

Rochambeau, a coeducational day school, offers an exceptional blend of the French curriculum and a robust English program to a diverse student body of about 1,300, from Preschool to 12th grade. Our school thrives on diversity, housing over 80 nationalities. We steadfastly promote a culture of diversity, equity, and inclusion.

At Rochambeau, we value our school-based and in-person work environment for all faculty and staff. We believe on-site collaboration fuels our commitment to fostering a vibrant and inclusive educational environment. This in-person interaction is integral to our school values, allowing us to engage more fully, communicate effectively, and cultivate a strong community spirit.

POSITION SUMMARY

The Director of Enrollment Management is a strategic leadership role responsible for developing and executing comprehensive student recruitment, marketing, and retention plans that align with Rochambeau's multilingual and multicultural mission. Reporting directly to the Executive Director, the successful candidate oversees the entire enrollment lifecycle—from initial inquiry and campus tours to final matriculation and family retention. This role requires a data-driven approach to analyzing enrollment trends and a collaborative mindset to work across academic departments, ensuring the school's unique value proposition is effectively communicated to both internal and external stakeholders.

ESSENTIAL DUTIES & RESPONSIBILITIES

Please note that these are intended as representative duties and do not encompass every aspect of the role. You may be required to perform additional or differing duties if they are related, similar, or logically assigned to the position.

Enrollment Management:

Develop and implement a strategic student recruitment, enrollment, and retention plan that aligns with Rochambeau's multilingual and multicultural mission

Collaborate with department heads and academic leaders to understand and communicate program offerings to prospective and current families, and align enrollment strategies accordingly

Directeur/Directrice des admissions et des inscriptions

11-05-2026

Emplacement : <https://recrutement.mlfmonde.org/offre-emploi-3724.html>

Analyze enrollment trends and data to provide recommendations for future strategies

Oversee the admissions process from initial inquiry and campus tours to assessments and final matriculation, to ensure a seamless and positive experience for prospective students

Oversee the reenrollment process including the retention of current families. Analyze retention data to align enrollment strategies if need be

Manage a process for exit interviews and assure that former family contacts are up to date when they become alumni

Plan and organize recruitment events including open houses, fairs and other gatherings of potential applicants

Continue to develop the Parent Ambassadors program to support the admissions office

Develop strong relationships with the school community as a whole as well as with key local organizations and affiliated communities

Marketing Management:

Develop and oversee the execution of an integrated marketing strategy to promote the institution's brand, programs, and services

Collaborate with internal teams to design and disseminate promotional materials, both digital and print

Leverage digital marketing tools to drive prospective student engagement, including social media, email marketing, and search engine optimization

Monitor and analyze the effectiveness of marketing campaigns and adjust strategies as necessary

Stakeholder Collaboration:

Work closely with academic departments, student services, and other key stakeholders to align enrollment and marketing initiatives

Directeur/Directrice des admissions et des inscriptions

11-05-2026

Emplacement : <https://recrutement.mlfmonde.org/offre-emploi-3724.html>

Engage with the external community, including feeder schools, businesses, and other local and international organizations, to promote the institution and forge partnerships

Budget and Resource Management:

Develop and manage the annual budget for enrollment and marketing initiatives

Ensure optimal allocation of resources for maximum effectiveness and efficiency

Leadership:

Lead and mentor a team of enrollment and marketing professionals

Foster a culture of collaboration, innovation, and continuous improvement within the department

Dedication to Rochambeau's vision, mission, values, and strategic plan

Member of the Financial Aid Committee, helps to develop financial aid policies that will support the school's enrollment goals and the school's objective to maintain a socio-economically diverse population

Perform related duties that align with the position's scope and intent

Profil recherché :

QUALIFICATIONS

Minimum Requirements

Bachelor's degree in marketing, communications, education, or a related field from an accredited university

A minimum of 5 years of experience in enrollment management and marketing, preferably in a private educational setting

Directeur/Directrice des admissions et des inscriptions

11-05-2026

Emplacement : <https://recrutement.mlfmonde.org/offre-emploi-3724.html>

Proven track record of successfully developing and executing enrollment and marketing strategies

Strong analytical skills with the ability to interpret data and make data-driven decisions

Excellent communication and interpersonal skills

Proficiency in digital marketing tools and platforms

Regular, predictable, and reliable attendance at work, including the ability to work evenings and weekends as needed

Three Professional References (name, position, contact number and email) listed on your CV/resume

Preferred Qualifications:

Master's degree preferred

Native-like Bilingual proficiency in French and English preferred

Knowledge of the French Education Curriculum preferred

PHYSICAL DEMANDS

This position operates in a professional office and school environment. The role requires the ability to move across campuses for events and tours, prolonged periods of sitting or standing, and occasional lifting or moving of materials and/or equipment up to 25 pounds.

SPECIAL NOTES

In accordance with Maryland House Bill 486, Rochambeau is required to contact all former employers to request information relating to child sexual abuse or sexual misconduct involving the applicant. If you would like additional information, please visit House Bill 486.

All final candidates will be asked, prior to hire, whether they have been found to have engaged in, are currently under investigation for, or left employment during an active investigation in which they were accused of sexual violence or sexual harassment. When obtaining employment reference checks, these same sexual violence or sexual harassment questions will also be asked.

EQUAL OPPORTUNITY EMPLOYER

Rochambeau is an equal opportunity employer and is deeply committed to serving its community, advancing access and

Directeur/Directrice des admissions et des inscriptions

11-05-2026

Emplacement : <https://recrutement.mlfmonde.org/offre-emploi-3724.html>

equity, and ensuring that all individuals are welcomed and valued. All applicants are protected under Federal law from discrimination based on race, color, religion, sex, national origin, disability, age and genetics or any other basis protected by law. Rochambeau is committed to fostering a diverse and inclusive community and strongly encourages all qualified individuals to apply. For an applicant requesting assistance with the employment application process, please contact Human Resources at (301) 768-4393. For more information about Rochambeau, please visit the Rochambeau website.