



Our Mission: We create, perform, teach, and promote dance as an essential and inspiring element of our community.

Our Vision: Nashville Ballet is an accessible and inclusive organization that creates community through excellent and innovative dance and dance education; is recognized locally, nationally, and internationally for artistry, community engagement, and financial sustainability; and is a rewarding and satisfying place to work.

Job Description for Enrollment Coordinator

Reports To: School Operations Manager

Area of Responsibility: School of Nashville Ballet

Wage Classification: Non-Exempt

Position Summary:

The Enrollment Coordinator is a high-energy, friendly people-person who will play a pivotal role in the student acquisition and retention process by implementing and managing a seamless enrollment experience. This individual will be responsible for overseeing all aspects of the enrollment process, ensuring a smooth and welcoming introduction for students and their families to our vibrant dance community. The enrollment coordinator will work with the studio manager to launch new social media marketing campaigns and manage the trial class lead program and the enrollment and onboarding process.

Key Responsibilities:

- Lead and execute the 11-step enrollment process, ensuring a consistent and high-quality experience for prospective students and their families.
- Manage initial inquiries by phone or email, providing detailed information about our programs and the enrollment process.
- Coordinate trial classes, including scheduling, confirmation, and follow-up communications.
- Conduct pre-class consultations to assess student needs and align them with appropriate class offerings.
- Facilitate introductions between students, teachers, and class buddies to ensure a welcoming environment.
- Oversee the creation and distribution of enrollment materials, including email templates and sales scripts.
- Maintain a prospective student database for future marketing initiatives and follow-ups.
- Analyze and report on enrollment trends, feedback, and areas for improvement to enhance the enrollment process.
- Train and support administrative staff in enrollment-related tasks and customer service best practices.
- Work closely with marketing to develop promotional strategies that drive inquiries and enrollment.

Qualifications:

- Bachelor's degree in business administration, Marketing, Education, or a related field.
- Minimum 3 years of experience in enrollment, admissions, or customer service, preferably in an educational or arts organization.
- Strong interpersonal and communication skills, with the ability to engage effectively with students, parents, and staff.
- Proven ability to manage multiple tasks simultaneously and adapt to changing priorities.
- Proficiency in CRM software and Microsoft Office Suite.
- Passion for the arts, particularly dance, is highly desirable.

Key Priorities:

1. Fulfill student enrollment goals each month and quarter
2. Support new students and families through the enrollment and onboarding process
3. Continue to train, evaluate, and update the studio's enrollment and onboarding systems and processes with the School Manager
4. Meet and exceed enrollment goals set by the COO every quarter

Key Metric:

- Number of Trial to Enrollment Conversions
- Month-over-month number of Enrollments
- Year-over-year number of Enrollments

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

While performing the duties of this job, the noise level in the work environment is usually low to moderate.

Disclaimer Statement:

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this is intended to be an accurate description of the current job or to require that other, or different tasks be performed when circumstances change (e.g., emergencies, changes in personnel, workload, rush jobs, or technological developments).

To Apply: To be considered for the position, please email the items below in one PDF-formatted file with your name as the filename to careers@nashvilleballet.com. Include "Enrollment Coordinator" as the email's subject line.

1. A substantive cover letter including the following information: where you found the position listed, your interest in the position and the organization, the date you are available to start, and contact information for three professional references.
2. A resume no longer than 2 pages outlining your educational and professional experience.

Incomplete submissions will not be considered nor will submissions sent via postal mail or fax.