



Jalen Rose Leadership Academy

Future Jaguar Role Specifications

Job Title: Student Enrollment Coordinator	Contract Type: Salaried
Department: Administration	Salary: See Compensation Matrix
Reports to: Superintendent/School Leader	Schedule: 12-month
Employed by: Charter HR Educational Services, LLC	

As an educator with Jalen Rose Leadership Academy, you are considered a guardian to our students (whom we refer to as scholars). You will also build trust and community in your classroom via clear and timely communication with your scholars and families. At JRLA, we have created a model specifically designed to raise achievement for historically underserved scholars. We support your creativity and wholeheartedly encourage a rigorous, personalized, and well-rounded educational experience to meet the unique needs of each scholar in your classroom.

Established in 2011 by NBA Star Jalen Rose and Co-Founder Michael Carter, JRLA is located on the Northwest side of Detroit in the zip code where Jalen grew up. An open enrollment, tuition-free, public charter high school, JRLA provides a leadership-focused education to 420 scholars and nearly 1,000 alumni. The mission is to empower all scholars to develop the strength of character, skills, and knowledge needed to matriculate, be great in, and graduate from college or a postsecondary program so that they have the opportunities to be successful in the competitive world and take care of themselves and the people they love.

Built around a 9-16 model, JRLA has never wavered in its pursuit to improve the educational landscape for Detroit area youth. After 14 years of operations, JRLA remains steadfast in its commitment to not only get scholars to graduate from high school but for them to graduate from college or a postsecondary program as well – outcomes that are real game changers in urban education. With a 97% high school graduation rate, 100% college and postsecondary acceptance, and a leader among open enrollment high schools in Detroit for college matriculation (69% compared to a state average of 64%), JRLA knows the path to college and a successful future.

JRLA is authorized by Central Michigan University and is a single-site charter school.

Job Summary: The Student Enrollment Coordinator at Jalen Rose Leadership Academy (JRLA) is responsible for managing and executing student recruitment and enrollment strategies to ensure full enrollment by the first day of school and strong re-enrollment year over year. This role is the community-facing ambassador for JRLA and plays a critical part in strengthening relationships with families, increasing local awareness, and building enrollment pipelines through strategic outreach, engagement events, and consistent communication. The Student Enrollment Coordinator manages the full enrollment lifecycle—from outreach to registration to onboarding—ensuring that every prospective family has a high-touch, informed, and welcoming experience with JRLA.

Essential Job Tasks:

Recruitment & Outreach

- Develop and maintain long-lasting, authentic relationships with prospective and current families



to build trust and increase enrollment.

- Execute targeted student recruitment strategies that connect with families of school-aged children in Detroit and surrounding areas.
- Represent JRLA at community events, daycare centers, churches, housing developments, and local organizations to promote awareness and recruit students.
- Conduct neighborhood canvassing and door-to-door outreach to promote enrollment opportunities.
- Host, plan, and facilitate enrollment events such as open houses, campus tours, and application nights.
- Act as a brand ambassador and community expert by articulating the JRLA mission, values, and programming in a compelling way.

Enrollment Management

- Ensure 100% enrollment by the first day of school by managing leads, tracking application milestones, and proactively resolving barriers to enrollment.
- Facilitate the entire application and registration process, ensuring timely, high-quality submissions and clear communication with families.
- Maintain accurate and consistent enrollment tracking systems and dashboards for internal reporting.
- Collaborate with the front office and operations team to ensure a smooth handoff and onboarding experience for newly enrolled families.
- Lead and manage all aspects of the re-enrollment process to ensure at least 90% student persistence year over year.
- Ensure timely and effective communication with families around deadlines, lottery results, and required documentation.

Collaboration & Reporting

- Partner with the JRLA culture, academics, and operations teams to co-host events, support family engagement efforts, and increase school visibility.
- Provide weekly updates to the Managing Director of Operations and the Superintendent/School Leader regarding enrollment goals, challenges, and wins.
- Track, analyze, and report on enrollment data to drive decisions and continuous improvement.
- Support internal marketing efforts and materials in collaboration with school leadership and vendors.

Minimum Job Qualifications:

- You believe ALL children can and will succeed regardless of their zip code.
- You have earned a Bachelor's degree in the subject area or related field (Master's degree preferred).
- You are willing to work outside of work hours and on weekends.
- You possess an openness to giving and receiving frequent feedback.
- You possess an ability to maintain emotional control under stress.
- You possess an ability to work urgently in a fast-paced and results-oriented environment.
- You are an excellent communicator with professional interpersonal skills.
- You are able to work independently.

Core Competencies:

- A passion for working with scholars and families in under-served communities
- Effective verbal and written communication skills
- Team player with strong interpersonal/influence skills
- Possess organizational and technology skills

Why should you apply?



- Competitive Salaries
- Paid Development Opportunities
- Retention Bonuses
- Monthly Mental & Physical Wellness Events & Initiatives
- JRLA fringe benefits (birthday gifts, team building events, SWAG, unique experiences)

Our Core Values:

- The power of **RESPECT**: I find success through empathy and integrity
- The power of **DETERMINATION**: I have the will to succeed
- The power of **EXCELLENCE**: I must take ownership in my learning to succeed
- The power of **FAMILY**: I succeed when we all succeed

This position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

Please note that all applicants will be subject to a criminal background and records check prior to employment, regardless of position.