**Director of Student Recruitment**

**Location:** Boys Home of Virginia, Covington, VA  
**Position Type:** Full-Time

**About Boys Home of Virginia**

**Position Summary:** Boys Home of Virginia is more than a residential school, it is a place of hope, transformation, and opportunity. We provide a nurturing and structured environment where young men can overcome challenges, build resilience, and grow into confident, capable leaders. Through a comprehensive approach that fosters academic achievement, personal growth, and strong character, we empower each boy with the skills and values needed to create a bright and successful future. Join us in making a lasting impact on the lives of these young men—because every boy deserves a chance to thrive.

**Position Summary**

The Director of Student Recruitment is responsible for developing and executing outreach initiatives to identify and attract students who would benefit from the Boys Home program. This role focuses on expanding awareness, building relationships with key referral sources, and increasing student inquiries. Working closely with the Director of Admissions and Evaluation, this position ensures a strong pipeline of prospective students through community engagement, strategic marketing, and direct outreach.

**Key Responsibilities**

**Recruitment Strategy & Outreach**

* Develop and implement a proactive student recruitment strategy to increase awareness and engagement with Boys Home.
* Identify and establish relationships with key referral sources, including schools, social service agencies, youth organizations, churches, and community leaders.
* Function as the primary liaison to referral partners, ensuring they are well-informed about Boys Home’s mission, programs, and student success stories.
* Coordinate and lead recruitment presentations at schools, community centers, and events to educate families and referral partners about Boys Home.
* Develop and maintain a network of individuals and organizations that can provide student referrals.

**Community & Partner Engagement**

* Organize and participate in outreach events, conferences, and networking opportunities to increase Boys Home’s visibility and credibility among potential referral sources.
* Conduct targeted outreach to areas where potential students may be underserved or in need of Boys Home’s services.
* Track and analyze outreach efforts to determine their effectiveness and adjust strategies as needed.

**Marketing & Awareness**

* Collaborate with the development team to create compelling recruitment materials, including brochures, digital campaigns, and social media outreach.
* Partner with digital marketing agency on search, digital marketing and social media marketing.
* Assist in the development of recruitment campaigns to target specific demographics and geographic areas.

**Collaboration & Reporting**

* Collaborate closely with the Director of Admissions and Evaluation to align recruitment strategies with enrollment needs.
* Maintain accurate records of outreach efforts, referral partnerships, and prospective student inquiries.
* Participate in organizational planning meetings to contribute insights on recruitment trends and potential areas for growth.

**Qualifications & Skills**

* **Education:** Bachelor’s degree in marketing, communications, education, social work, or a related field (or equivalent experience).
* **Experience:** Minimum of 3 years in student recruitment, outreach, community engagement, or a related field.
* Strong relationship-building and networking skills.
* A sales and marketing mindset.
* Excellent written and verbal communication abilities.
* Ability to travel regionally for recruitment events and meetings.
* Self-motivated, with the ability to work independently while collaborating with a team.

**Compensation & Benefits**

* Competitive salary based on experience.
* Health benefits, paid time off, and retirement plan options.
* Opportunity to make a meaningful impact in the lives of young men through a mission-driven organization.