

# Director

NY Kids Club & Preschool

New York, NY

Program Director

Full-time

Onsite

\$85,000 - \$95,000 a year

Posted on May 16, 2023

## Organization Statement

NY Kids Club & NY Preschool is New York's premier children's enrichment space and accredited preschool, renowned for creative and innovative preschool, enrichment classes, day camps, birthday celebrations, and special events and we're looking for a **strategic leader** with a focus on developing and implementing effective sales strategies to achieve enrollment goals to join our growing team!

Â

## Job Description

The **Director** is a key leadership role, overseeing all aspects of their location and ensuring the ongoing success and day-to-day operations. Reporting directly to the District Manager, the Director is responsible for maintaining a high level of customer service and program standards, managing a team, and building a strong sense of community. The Director has a strong understanding of the sales and enrollment process and excels at generating client leads, building relationships, and completing the admissions process. The ideal candidate will be a quick learner who has strong communication skills and an ability to showcase our programming in a compelling way.

## Responsibilities

As a **Director**, you will:

- Achieve weekly, monthly, and annual sales goals by successfully implementing sales and marketing strategies, measured by family retention and new client conversion, enrollment growth, and efficient business operations

- Focus on generating leads and building relationships by calling on existing and potential customers and fostering open communication. Develop and implement strategic sales plans.
- Engage prospective families through in-person tours while showcasing the benefits of our programs. Convert marketing strategies to higher student headcount by regularly corresponding with current and prospective families. Possess in-depth product knowledge and be able to handle objections or offer programming suggestions.
- Maintain strong relationships with existing clients to ensure that they receive exceptional service and to identify potential new sales opportunities
- Understand that in order to increase revenue you must increase enrollment through active, planned marketing, community building, and word of mouth
- Set an example by showcasing enthusiasm and dedication to positively impact the lives of children and employees. Foster a trusting and supportive environment while effectively connecting with diverse groups of people.
- Ensure strict adherence to local and state licensing regulations by maintaining the physical center environment and implementing all health and safety standard operating procedures.
- Maintain a fully staffed center with high-performing teachers by actively sourcing, training, coaching, and engaging both current and potential employees.
- Utilize teachers' passion for learning to guide them in implementing our high-quality proprietary curriculum.

*The statements in this job description are intended to describe the essential nature and level of work being performed. They are not intended to be all responsibilities or qualifications of the job.*

## **Qualifications**

### **This job is for you if:**

- You are proactive and have a strong business acumen. You understand the importance of driving new enrollment while also retaining current clients.
- Proven track record in leadership and team management, with the ability to inspire and motivate a diverse workforce.
- Passionate about meeting and exceeding monthly and annual sales goals.
- Results oriented with the ability to multitask, prioritize, and thrive in a fast-paced, dynamic early childhood environment.
- Excellent communication and interpersonal skills, with the ability to build strong relationships with customers and team members.

- Minimum 2 years of experience in a similar sales role.
- NY state teaching certification in early childhood education (birth-2) or special education (birth-2) preferred but not required.
- Bachelor's Degree preferred or equivalent experience required.
- **Minimum Education Level:** Bachelor's Degree
- **Preferred Education Level:** Master's Degree

## Application Instructions

All interested applicants can either:

Send a resume to Ally Doyle at [talent@nykidsclub.com](mailto:talent@nykidsclub.com)

OR

Apply [HERE](#)

## Additional Information

**What's in it for you:**

- Medical, Dental, and Vision Benefits
- Paid Time Off
- 401(k) Savings and Retirement Plan
- Tuition Assistance
- Commuter Program
- Discounted Fitness membership

*Pay rate based on experience ranges from \$85,000 - \$95,000 annually with the potential for monthly bonus structure.*

At

**At NY Kids Club & NY Preschool, we strive to be an inclusive and diverse community where all team members work in an accepting environment. We celebrate our differences and lead with kindness and respect. As an equal opportunity employer, we prohibit any unlawful discrimination based on race, color, religion, military or veteran status, sex, gender, gender identity or expression, sexual orientation, national origin, age, disability, or genetic information. These are our guiding principles that apply to all terms of employment, including promotions, transfers, leave of absence, compensation, and**

**training.**

Â

*The NY Kids Club complies with all requirements set forth by the Americans with Disabilities Act, City, State, and Federal law. If you require any accommodation in the completion of this application, please reach out toÂ [interview@nykidsclub.com](mailto:interview@nykidsclub.com).*

---

Downloaded from Early Childhood Job Board on March 20, 2026

Source URL: <https://earlychildhoodny.org/cdsc/job.php?job=4211>