

Director of Enrollment Management

St. Andrew's School seeks a Director of Enrollment Management beginning July 1, 2024. The Director of Enrollment Management will further the school's mission through leadership of enrollment management strategies and implementation of action steps to grow the school through admissions. The Director of Enrollment Management is the senior leader of our admissions, marketing, and advancement team. The Director of Enrollment Management is responsible for leading and managing the school's messaging and public image in collaboration with the Director of Development and PR, and Marketing and the Head of School. This individual is a member of the Head's Senior Leadership Team, a collaborative group working to lead each department within the school to most fully achieve our mission in the lives of our students and community. Benefits of the position include the opportunity to guide and facilitate the success of the school, form meaningful relationships with internal and external constituencies, collaborate with school leadership to implement strategic goals and plans, and enjoy the culture of a welcoming and accomplished PK-12 school community.

Essential Duties and Responsibilities

- Develops and maintains a strategic enrollment and recruitment plan with measurable goals and objectives, in line with the school's strategic plan
- Develop enrollment projections each year, in collaboration with Division Heads, Admissions Director, and the Head of School to inform planning and budgeting
- Develop and revise admissions related materials annually to ensure the school's messaging and outreach to prospective families is clear, compelling, and mission-informed
- Position the school's value in the minds of prospective students and families in a way that allows them to envision their enrollment at St. Andrew's School
- Leads all admissions related events, with support from the Admissions Director, including but not limited to Orientation, Open Houses, Recruitment Events, and Retention Events
- Manage and train Student Ambassadors and partner with the parent organization for recruiting family to family partners and parent ambassadors annually
- Develops and nurtures relationships with feeder programs and schools to support the top of the enrollment funnel
- Identify, evaluate, and organize strategic recruitment efforts in partnership with various program leaders and Division Heads as necessary or strategically informed
- Advises leadership regarding enrollment barriers facing prospective students
- Partners with the admissions team and marketing partners to create both innovative and targeted marketing strategies

- Represents St. Andrew's at all campus and community recruitment/retention activities, as well as Development events
- Lead tours and helps help organize visits, in coordination with the Admissions Director
- Develop recruitment efforts for key entry points into the school
- Sits on the financial aid committee to review applications for new and returning students
- Evaluates and improves the practices of the student-enrollment experience, including timely, effective and positive engagement with students and families throughout the entirety of their experiences with admissions, financial aid, and registration.

Qualifications/Requirements

- A bachelor's degree
- Excellent written and verbal communication skills, including expertise in presenting publicly and speaking on behalf of St. Andrew's.
- Ability to identify data needed to drive decision-making as well as analyze and present enrollment metrics
- Demonstrated ability to work collaboratively to design and advance a unified recruitment strategy
- Demonstrated commitment to student success
- Ability to lead and support diverse initiatives
- Proven success in a senior administrative role
- Creative and artistic vision and direction
- Experience in desktop publishing design and management of design production
- Demonstrated experience with website content management and design and social media marketing
- Demonstrated success as a confident problem solver
- Proven track record as an independent and goal-oriented manager with a dedication to meeting deadlines

Interested applicants should email a letter of interest and resume to Kelley Waldron, Head of School, at waldronk@saslions.com