

Moorestown Friends School

Director of Enrollment Management

At Moorestown Friends School, we weave academic rigor with Quaker values to serve a dual purpose: offering uncommon intellectual challenges while also instilling vital emotional and ethical attributes that empower our students. Our focus on relationships creates conditions for great intellectual daring, remarkably productive collaboration, and courageous perseverance. And our Quaker values impart universal principles of equality, compassion, reflection, and responsibility—which serve students from all backgrounds and belief systems and remain relevant in rapidly changing times.

The Director of Enrollment Management is a critical member of the senior administration of the school and reports directly to the Head of School. The director is responsible for understanding the strategic and operational processes of enrollment and has experience with all aspects of student recruitment, enrollment, retention, and financial aid. The ideal candidate should also bring a love for working with students and families, outstanding collaboration, communication, and interpersonal skills, and a deep affinity for the strong Quaker mission of Moorestown Friends School. MFS has a three-person admissions office which works closely with a two-person marketing team.

Opportunity:

With just under 640 students from Preschool to Grade 12, Moorestown Friends School has the enviable position as the leading independent school in South Jersey with an upper school at full capacity and a 235-year-old reputation of graduating students known for their academic strengths as well as their commitment to service and social justice. However, like many independent schools, it has experienced a slow decline in enrollment, particularly in the lower school. Even before the pandemic, the combination of demographic challenges, excellent public schools, and high tuition costs have made previous waitlists disappear and financial aid budgets climb.

In the last few years, significant work has been accomplished in the office to re-define the work and mission of enrollment, retention, and financial aid, creating an environment of trust and active collaboration among all constituencies at the school. Most systems have been updated to offer a completely online process for enrollment, re-enrollment, and financial aid. The mission of financial aid has been clarified around access and affordability, and data collection and analysis has become more systematic and strategic. Opportunities are ripe to position the school as more distinctive from other area options. During the pandemic, MFS won high marks in the community for its management of the crisis, attracting families who might not have considered an independent school education. The school is also on track to approve a new strategic plan with an emphasis on diversity and inclusion, environmental stewardship, and global education. With a relatively new Head of School and several new senior administrators, MFS is poised to make strides to meet the changing educational demands of a 21st century

world, as well as take advantage of the new realities and hopes of a post-pandemic marketplace.

School Context:

In the minds of its students, families and alumni, as well as its faculty and staff, the warm and thoughtful MFS community is its biggest attraction. MFS is richly diverse, with over 46% students of color and 25% faculty/staff of color. Deeply committed to diversity, equity, and inclusion, MFS is focused on ensuring an equitable educational experience where all students' voices and identities are welcomed, celebrated, and reflected in the curriculum and programming. Rooted in Quaker values, Moorestown Friends School believes that a high-quality education is grounded in meaningful relationships, a spirit of partnership, and a belief in the inherent value of every individual and their ability to make the world a better place.

In this environment, the Director of Enrollment Management is charged with leading, inspiring, and collaborating with the entire school community around the recruitment, enrollment and care for students and families, both current and prospective. The director reflects and communicates the values and perspectives of MFS and Quaker education internally and externally, and helps to create and implement strategies to meet the enrollment goals set by the Head of School and School Committee.

Management and Strategic Responsibilities:

- Leads the process and sets the tone and vision for attracting, enrolling, and retaining a strong, diverse, mission-appropriate student body, including international students and Camden Scholars.
- Manages and organizes the distribution of funds dedicated to financial aid according to the school's mission.
- Coordinates and encourages the retention efforts for current students.
- Gathers, maintains, and analyzes relevant data and research, both internally and nationally, to inform and communicate enrollment and financial aid strategies. Keeps up to date on local, regional and national trends and demographic changes.
- Serves on various administrative bodies to offer perspective and create strategies for the growth and financial sustainability of MFS.
- Works with the Head of School, Associate Head of School and Director of Finance and Operations to create and oversee the school's enrollment and financial aid budgets.
- In collaboration with the Director of Marketing and Communications, creates and implements a wide variety of marketing initiatives, including events, media, personal outreach, and community and parent engagement.
- Communicates regularly to the School Committee about the work and strategic direction of admissions and financial aid endeavors and goals.
- Manages a professional, strategic, efficient, fast-paced, nimble, creative, and above all, welcoming office with a well-trained staff.
- Involved in the day-to-day work of admissions, working directly with families in coordination with the associate director of admissions.

- Is an integral leader for the school community and participates fully in the daily life of the school. Extends beyond the responsibilities of the job description when the need arises. Assists the Head of School with all other duties as assigned.
- Has the opportunity to engage in the life of the school in a way that is aligned with skills and interests (teaching a minor course, coaching, advising, etc.).

PROFESSIONAL QUALIFICATIONS:

- A commitment to the values and spiritual foundation of a Friends school
- A personal and professional commitment to diversity, equity, and inclusion and experience creating an inclusive admissions process
- A growth mindset and the ability to model for others both the giving and receiving of critical feedback
- Significant experience doing enrollment management work in a school setting
- Excellent people skills, as well as verbal/written communication skills
- An advanced degree in education or related field

Please send a cover letter, resume, a writing sample, and three references to Ruth Chen at rchen@mfriends.org.