



## POSITION ANNOUNCEMENT DIRECTOR OF ENROLLMENT MANAGEMENT

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### JOB SUMMARY:

Moorestown Friends School has the enviable position as the leading independent school in South Jersey with an upper school at full capacity and a 236-year-old reputation of graduating students known for their academic strengths as well as their commitment to service and social justice. The school enrolls just under 640 students from Preschool to Grade 12.



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). The school has a three-person admission office which works closely with a two-person marketing team.

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. The school has recently approved 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.

## WHAT WOULD I DO?

Reporting to the Head of School and serving on the senior leadership team, you will provide input on all school-wide decisions. You will lead a personalized admission and enrollment process, and play a vital role in the school community, expanding the community's understanding of enrollment management through implementation of positive engagement, recruitment, and retention practices. You will provide input to drive decisions in support of marketing, academic, and student life programs and develop productive partnerships with internal school-wide departments and key external referral sources (parents, alumni, consultants, etc.) to achieve annual enrollment goals and implement growth strategies to meet future enrollment targets. In addition, you will...



- Lead the process and set the tone and vision for attracting, enrolling, and retaining a strong, diverse, mission-appropriate student body, including international students and Camden Scholars.
- Work 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 and strategies. And communicate regularly to the School Committee (Board of Trustees) about strategy and progress on these goals.
- Manage and organize the distribution of funds dedicated to financial aid according to the school's mission.
- Implement a wide variety of marketing initiatives, including events, personal outreach and community and parent engagement, in collaboration with the Director of Marketing and Communications.
- Work in close collaboration with the Director of Development to ensure consistency and alignment in messaging as well as to capitalize on opportunities to co-lead projects and initiatives.
- Formulate annual Admission and Enrollment Action Plans with measurable goals and objectives.

- Build sophisticated data models and statistical information regarding the School's enrollment trends and utilize them in decision-making about enrollment strategy, resource use, and planning efforts.
- Coordinate and encourage the retention efforts for current students.
- Steward relationships with on campus partners and develop connections with current and prospective families; engage advancement, alumni relations, faculty, senior administrators, and the head of school's office as appropriate; develop and execute an all-school enrollment management model.
- Understand and inform the Admission staff and community about research and demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Manage a professional, strategic, efficient, fast-paced, nimble, creative, and above all, welcoming office with a well-trained staff of three.



- Be involved in the day-to-day work of admissions, working directly with families in coordination with the associate director of admissions.
- Engage in the life of the school in a way that is aligned with skills and interests.

And most importantly, you will play a vital role in the Moorestown Friends School community and serve as a model of the School's culture and core values.

## WHO ARE YOU?

You are an experienced educator with a commitment to the values and spiritual foundation of a Friends school, or someone with a willingness to learn. In fact, it is your willingness to learn that extends to all you do. You have a growth mindset and the ability to model for others both the giving and receiving of critical feedback. You have excellent people skills as well as strong communication and public relations skills, both written and spoken. You have a personal and professional commitment to diversity, equity, and inclusion and experience creating an inclusive admission process. You bring creative ideas for helping address systems of bias in the admission process and experience reducing barriers to access. You are facile with data, comfortable thinking strategically, and possess strong interpersonal, organizational, and managerial skills. You have a high level of energy, creativity, flexibility, and a sense of humor and have outstanding judgment and maturity. You have the ability to lead and execute and have a proven ability to work with colleagues and stakeholders at all levels. You possess a minimum of five- years' experience in admission and financial aid, and/or communications and marketing, in an independent school or college, which must include prior leadership

experience. You also must possess a bachelor's degree and preferably a master's degree too, in education or related field. You love challenges, thrive in collaborative environments, and balance the challenge and joy of working in a PK-12 Friends school.

## WHO ARE WE?

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 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 and belonging, 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.

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.

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.

## HOW DO I APPLY?

Please submit in an electronic file, your resume, a one to two-page cover letter, and names and contact information of three references directed to: Christine H. Baker at: [cbaker@thebakergroup.com](mailto:cbaker@thebakergroup.com). Please submit materials by October 15, 2021.