



**Director of Enrollment Management**  
July 1, 2019

**SUMMARY**

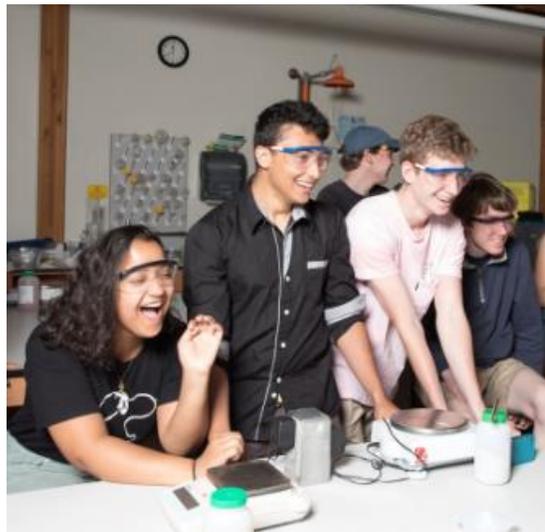
The Cambridge School of Weston, a national leader in progressive education, seeks a dynamic, forward-thinking, senior leader; one who is skilled and experienced in understanding independent school markets (in particular the highly competitive Greater Boston area), who has deep insight into the needs of families and a passion for building diverse robust communities. Our ideal candidate will have an entrepreneurial mindset, be able to forge dynamic and generative relationships, and will bring innovative thinking and approaches to the challenge of building and sustaining a thriving enrollment management strategy.

The director of enrollment management is an integral member of the school's senior leadership team and is responsible for managing all facets of the admissions and financial aid process in the school's effort to attract, enroll, and retain a diverse and dynamic student population. The director of enrollment management reports directly to the head of school and partners actively with the director of marketing and communications, the chief financial officer, and the chief development officer. This individual will directly lead a team of five and effectively engage the entire school community in the work of enrollment management.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

The director of enrollment management will:

- Advance the mission and standards of the school by recruiting and retaining students who will benefit from the school's unique culture and programmatic offerings and make a meaningful contribution to the school community.
- Understand the culture and climate of this progressive school and its role within the broader educational landscape.
- Oversee enrollment management and financial aid budgets.
- Formulate forward-thinking, strategic application, admission, and enrollment policies.
- Integrate four essential elements to ensure a competitive admissions process and the long-term health of the student body and broader alumni/ae base:



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- admission management (the tracking of prospective students from applicant to enrollment and beyond)
  - student retention efforts
  - research (analyzing data that affect enrollment)
  - optimal marketing and communications efforts, in close partnership with the director of marketing and communications
- Foster high ethical standards, integrity, and respect for colleagues, alumni/ae, parents, and students throughout the admissions process and beyond.
  - Be sensitive to economic, cultural, and other issues present in the enrollment of a diverse student body.
  - Communicate clearly and enthusiastically to all staff and prospective students.
  - In partnership with the director of marketing and communications, develop a strategic recruitment and communication plan to reach targeted audiences, including identifying and implementing best-practice web-based technologies.
  - Recruit day and boarding students and understand the nature of day and boarding schools; understand the international admissions market.
  - Build a strong and empowered team of enrollment management staff.
  - Work closely with the chief financial officer and the Business Office.
  - Partner with dean of student life, dean of equity and inclusion, and academic departments.
  - Serve as a liaison to the board of trustees regarding admissions and enrollment, providing regular reports and updates to full board meeting and meetings of the Finance Committee
  - Actively participate, and lead, in local and national professional development and networking opportunities, always seeking to serve the greater needs of the school.
  - Establish and leverage a reputation as a thought leader in enrollment management and a highly visible ambassador for the CSW brand.
  - Identify potential donors within our broader community: graduates, parents, friends of the school.



## **OTHER DUTIES**

The director of enrollment management will serve on appropriate all-school committees and task forces, including the Finance Committee of the board of trustees. The director will also serve as administrator- on-duty during assigned weekend and other hours.



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## DESIRED QUALIFICATIONS

- A bachelor's degree; master's degree preferred.
- Seven to ten years of experience in enrollment management in high schools and/or higher education with at least three years at a proven leadership level.
- Ability to think critically, openly, creatively and with an entrepreneurial mindset, demonstrating a willingness to generate and adopt new leading-edge ideas about enrollment management.
- Proven success in a senior administrative role, preferably working with a board.
- Demonstrated leadership qualities, including high-level collaboration and effective teamwork.
- Outstanding oral and written communication skills; appropriate technical expertise.
- Ability to travel as needed, including internationally; attendance at school fairs, neighborhood gatherings, etc.



A leader among America's progressive independent schools, The Cambridge School of Weston (CSW) has been at the forefront of educational innovation since 1886. At this day and boarding school located in Weston MA (just 12 miles west of Boston), creative, motivated students embrace challenging work and address complex questions — with curiosity and courage. Through the school's distinctive and unique Mod System (6x6 framework - six terms of six weeks each), students have access to more than 300

courses—from upper level Calculus to the novels of Toni Morrison, from Marine Biology to West African Dance. Inspired by the diverse perspectives and high expectations of this justice-minded community, they find and develop what is extraordinary in themselves and in the world around them. CSW's mission is to provide a progressive education that emphasizes deep learning, meaningful relationships, and a dynamic program that inspires students to discover who they are and what their contribution is to their school, their community, and the world.

The school's 325 students (9-12PG) come from 66 Massachusetts communities, 12 states, and 13 countries outside the US; approximately 30% of the student board. CSW's 65-acre wooded campus has been significantly enhanced over the last twenty years, most recently with a 40,000 sq. ft. Health & Fitness Center. CSW welcomes the perspectives of faculty and administrators of different ethnicities, races, classes, religions and sexual orientations that help enhance mutual understanding. CSW respects the unique gifts of each community member and provides a safe environment where all can grow. Graduates speak of the many ways in which CSW has transformed their lives, frequently telling compelling stories about how much the school meant to them as students, how much it continues to mean to them, and how it informs, even now, so much of what they do in the world.



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## TO APPLY

Candidates interested in the position should email a resume, cover letter, personal statement, and list of references (as separate documents) to Ben Bolte ([bbolte@carneysandoe.com](mailto:bbolte@carneysandoe.com)) and DZ Zito ([dzito@carneysandoe.com](mailto:dzito@carneysandoe.com)). If you wish to speak with the consultant about the position prior to applying, please call or email. All inquiries are kept confidential. Please do not contact the school directly.

Founded by Arthur and Stella Gilman who had previously helped found Radcliffe College.

Poet, Kahlil Gibran, an intimate friend of headmistress Mary Haskell, designed a ring for her students depicting a flower growing in an open hand.

Notable alumni include Helen Keller, Ian Falconer, and David Mugar.

Mascot is the Gryphon .



*The Cambridge School of Weston does not discriminate on the basis of race, color, religious creed, retaliation, national origin, ancestry, sexual orientation, gender, gender identity/expression, disability, mental illness, genetics, choice of health insurance, marital status, age, veteran status, or any other basis prohibited under applicable law. CSW is an equal opportunity employer and candidates who will increase the diversity of their community are encouraged to apply.*



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