

DIRECTOR OF ENROLLMENT AND STRATEGIC INITIATIVES SEARCH

GERMAN SCHOOL BROOKLYN

Brooklyn, New York

germanschoolbrooklyn.org

Start Date: July 2023



**Carney
Sandoe**
& ASSOCIATES

CARNEYSANDOE.COM

Mission Statement

GSB is a German-English International Baccalaureate candidate school that integrates Germanic and American cultures and principles to deliver an academically rigorous bilingual program and create a stimulating and student-centered learning experience from K through 12th grade. Serving and being inspired by our local neighborhood in Brooklyn, we embrace diversity and build community for our families and beyond.

GSB strives to amplify the unique potential of every child, so they can achieve the greatest version of themselves—as learners, leaders, and global citizens for the future.

At a Glance



Established
2014



Enrollment
186



Total Faculty
45
(9 administration, 36 teachers)



Student-faculty ratio
12:1



Students of color
32%



Financial aid awarded
\$280,000



Faculty with advanced degrees
88%



Campus size
30,000 sqft.

Faculty of color: 26%

Students receiving aid: 21

Annual operating budget: \$5.2 million



Overview

German School Brooklyn (GSB) is the first bilingual German International School in New York City. Dedicated to making bilingual education attainable to all Brooklyn Families, GSB enrolls students with and without prior knowledge of German and currently offers education for Lower (K-5) and Middle (6-8) (with plans to expand up to grade 12).

GSB offers a fully bilingual program that prepares students for the GIB: a dual language version of the IB diploma programme where half of classes are taught in German and the other half in English. Non-German speakers are accepted through 6th grade after individual student assessment. The school prides itself on its truly bicultural approach, featuring German-speaking staff who are fully trained and qualified in that system and a curriculum that is accredited by the German government. It is a place where students learn how to learn, developing both a passion for lifelong learning and the skills they need to thrive in a rapidly changing and increasingly interconnected and multicultural world.

German School Brooklyn seeks a dynamic leader as its inaugural Director of Enrollment and Strategic Initiatives with a start date no later than July 2023. The successful candidate will be a highly strategic, engaged, dedicated, and creative educational leader with significant enrollment management experience who is inspired and guided by the School's mission.



Opportunities and Challenges

- Transform a word-of-mouth driven admission program into a disciplined enrollment management operation, establishing systems and practices to drive admissions, retention, and marketing;
- Serve as a primary institutional storyteller and messenger across traditional and digital platforms and develop and motivate other members of the school community - Board, parents/caregivers, faculty, staff, and students – to raise the visibility of the school within the local community;
- Utilize institutional marketing and communications resources for maximum impact;
- Establish and expand relationships with relevant community-based organizations in Crown Heights and other proximate neighborhoods;
- Collaborate with other members of the senior leadership team to build and articulate a dynamic, disciplined, and strategic vision for the next four to six years and lead the aspects of the plan related to their responsibilities;
- Manage the ambiguities associated with an inaugural role, the school's evolving administrative structure, including the anticipated German appointed Head of School role, and the demands on administrators in a small and young school community;
- Become an integral part of the school community, building connections with and between the school's adult constituencies and maintaining a sense of the pulse of the school in support of its growth and development.



Qualifications and Personal Attributes

The school is most interested in candidates who possess many, if not all, of the following:

- Significant leadership experience in enrollment management, marketing, and communications work with a strong understanding of best innovative practices;
- A strategic mindset coupled with an orientation toward action;
- Exceptional interpersonal skills and the ability to communicate with inspiration and clarity across mediums to prospective families and community organizations as well as current students and parents, faculty, staff, and other community members;
- Experience leveraging financial aid resources to meet enrollment goals;
- An authentic, warm, approachable presence, welcoming conversation and connection while respecting the views of others;
- Demonstrated commitment to—and nuanced understanding of—diversity, equity, and inclusion work within a multilingual and international community;
- Passion and capacity to commit to an “all in” and transformative role at a school with a strong mission and value proposition.

Learn More

Click on the links below to learn more about German School Brooklyn.

[School Website](#)

[Equity and Inclusivity](#)

[Bilingual Education Benefits](#)

[About Brooklyn, New York](#)



To Apply

Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current résumé;
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Karen Neitzel, Ed.D.

Search Consultant

karen.neitzel@carneysandoe.com

Chris Boyle

Search Consultant

chris.boyle@carneysandoe.com

The full-time equivalent salary range for this position is \$140,000 - \$165,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.