

## Position Announcement

### Director of Enrollment Management

The Hun School of Princeton

Princeton, New Jersey

[hunschool.org](http://hunschool.org)

Start date: July 2023



### Overview

The Hun School of Princeton was founded by Princeton University Math Professor Dr. John Gale Hun in 1914. Dr. Hun believed that he could teach any student even the most complex ideas by getting to know them on a personal level. More than 100 years later, Hun School teachers still take this approach. They aspire to bring out the unique gifts of each student by taking the time to know them, bond with them, and then deftly pivoting their lessons to meet their individual characteristics.

Today, the School is an all-gender day and boarding school of more than 650 students across Grades 6-PG. The student experience is characterized by a highly engaging academic program in a joyful environment, delivered by exceptional teachers who are invested in the development of their students. The school notes that, "Traditional courses are taught in a very non-traditional way, with students at the center of it all. Humanities courses take place around a Harkness table. STEM classes are [active and hands on](#). And all prioritize skill acquisition and experiential learning. Lessons are dynamic, innovative, personal, and unscripted." The School offers several signature academic programs, including NEXTTERM (a three-week immersion program), Scholars Program for independent study, Leadership Cohorts, and the John Gale Hun Program for Civics.

The Hun School seeks a new Director of Enrollment Management to start this summer. Leadership of all aspects of the School's enrollment operation currently resides with the Associate Head of School, who has announced his departure at the end of the current academic year. The School has assessed the administrative structure and launched a search for an individual to focus on the school's enrollment management practice, including overseeing the Admission Office and admission staff, developing and implementing a financial aid strategy, nurturing relationships with consultants and feeder schools, partnering with the marketing team to position the School effectively, and enrollment planning.

### Mission

The Hun School of Princeton empowers each student to thrive in a diverse and ever-changing world, by nurturing resilient character, providing individual mentorship, and inspiring vigorous and joyful learning.

### At a Glance

Established: 1914

Enrollment: 692

Upper School enrollment: 568

Boarding students: 134

Middle School Enrollment: 124

Students of color: 41%

Faculty with advanced degrees: 66%

Student/teacher ratio: 5:1

Financial aid budget: \$5,897,104

Students receiving aid: 31.3%

Endowment: \$30,796,224

Annual operating budget: \$31,490,000

AP courses offered: 19

Sports teams: 50

Clubs: 70

Performing Arts Productions: 15

Campus size: 45 acres

### Learn More

Click on the links below to learn more about The Hun School of Princeton.

[School Website](#)

[Curriculum](#)

[Virtual Tour](#)

[School Profile](#)

## Position

The Director of Enrollment Management plays a vital role in The Hun School community and will be expected to strengthen Hun's enrollment management infrastructure and practice, building on the existing strengths of the Admission Office, and providing initiative and leadership in the facilitation of an enrollment management mindset. The DEM will conduct research and implement strategies to ensure that the School achieves the enrollment goals set by the Board of Trustees and the Head of School. In its new Director of Enrollment Management, The Hun School seeks individuals with significant experience in leading enrollment efforts in either an independent school or college and in fulfilling the following responsibilities and possessing the qualifications and personal attributes described below.

### Key Responsibilities

- Provides leadership in enrollment management, which includes oversight of admission and financial aid, marketing and recruitment, and enrollment and retention at The Hun School.
  - » Sets annual admission goals, in accordance with the School's mission, vision, and values, that promote socioeconomic, racial, and ethnic diversity in the student body, and that achieve the enrollment goals set by the Board of Trustees and in consultation with the leadership team.
  - » Participates as a member of the Head of School's leadership team. Understands and informs School leaders about institutional admission and enrollment metrics, statistical analyses, research, and trend information in order to ensure that changes and challenges are anticipated, understood, and addressed.
  - » Formulates an annual Admission and Enrollment Management Action Plan with goals and tactics.
  - » Directs the financial aid program and process to ensure access and affordability for the varied demographics of families in the Princeton area in a manner that moves the School towards continued financial strength and sustainability; oversees named scholarships and, in conjunction with the Chief Financial Officer, sets net-tuition revenue goals and budget.



## Location

The Hun School of Princeton is in walking distance to the heart of Princeton, New Jersey, as well as the Princeton University campus. While New York City and Philadelphia and all they offer are easily accessible, Princeton itself offers a wealth of resources. These include a thriving arts community, significant outdoor recreation opportunities, and a downtown with shops, restaurants, and more. The greater Princeton community is diverse and places significant value on education. As a result, there are a number of independent schools (day and boarding) in the area as well as strong public-school systems.

### About the Incoming Head of School

Incoming Head of School Bart Bronk will become Hun's 11th Head of School, succeeding Jon Brougham, following his retirement in June of 2023. Bart will be actively involved in the selection of Hun's next Director of Enrollment Management.

Bart is known as a dynamic leader with a forward-thinking approach to education and is well-positioned to build on Mr. Brougham's exemplary work and Hun's enduring legacy. For the past six years Bart has served as the Head of School at University Liggett School in Grosse Pointe, Michigan, a K-12 school with 640 students and a 140-year history. Bart's leadership is characterized by a collaborative style, intellectual curiosity and affable and warm personality. During his time at Liggett, the school has increased enrollment and has grown in both fiscal strength and clarity of purpose.

A graduate of the University of Pennsylvania for both his bachelor's and master's degrees, Bart has held various independent school and non-profit leadership positions including Provost and Chief Operating Officer at Liggett, Director of Admissions at the Church Farm School (PA), and Director of Institutional Giving at The Franklin Institute (PA). The Hun School community is thrilled to welcome Bart Bronk as the next Head of School.

- » Collaborates with the Chief Marketing and Communications Officer to develop and implement strategic marketing plans for admissions and enrollment, including the effective use of inbound marketing, content marketing, digital campaigns, admission marketing materials such as the viewbook, and the admission and financial aid sections of the School's website. Also, collaborates on the branding and storytelling, elevating Hun's branding efforts and refining its marketing strategy.
  - » Manages new student enrollment and the reenrollment process for current students in close connection with the Middle and Upper School Division Heads and the chief financial officer.
  - » In partnership with Division Heads, helps guide new student orientation efforts, including course selection and placement testing.
- Manages the Admission and Financial Aid office operations, including its budget and its staff. Also, oversees student recruitment, admission processes, and enrollment efforts, as well as the following additional responsibilities:
    - » Assesses and executes an effective, personalized, and friendly admissions process through systematic recruitment, applicant screenings, interviewing, enrollment/re-enrollment, and retention strategies.
    - » Maintains statistical and trend data related to inform admission and enrollment planning and decision making.
    - » Conceptualizes and implements innovative recruitment strategies – including on-campus and virtual visitation programs that will expand the qualified applicant pool.
    - » Enhances the volunteer network of admission representatives including faculty, staff, coaches, parents, alumni, and current students in the enrollment efforts.
    - » Directs the application review process, and with the assistance of the admission staff, assigns reading and committee assignments to associates in the office, faculty, and staff.
    - » Represents The Hun School at admissions and public events, on and off campus.
    - » Maintains and encourages relationships with sending schools, counselors, consultants, and other sources for prospective mission-aligned students.
    - » Provides training and professional development opportunities for staff.
  - Assists in the promotion of a positive school climate and staff morale through positive feedback and recognition.

## Qualifications and Personal Attributes

- 5-8 years of successful experience in independent school or college admissions.
- Bachelor's degree (master's degree or higher preferred).
- Strong managerial, organizational, and effective time-management skills.
- Financial and business acumen and experience with enrollment and net tuition projections.
- Ability to effectively work with and support students, faculty, staff, and parents/guardians.
- Ability to communicate, interact, and work effectively and cooperatively with people with a range of personalities, backgrounds, and experiences.
- Effective speaker and writer.
- Adept in using technology and managing and analyzing data.
- Strong interpersonal skills and capable of using tact and diplomacy in interacting with others.
- High level of maturity, resiliency, confidentiality, and assertiveness.
- Ability to multitask and balance simultaneous demands.
- Appreciative of constructive feedback.
- Previous experience working effectively with culturally and socioeconomically diverse populations.
- Joy and enthusiasm in being part of a vibrant school community with a strongly embraced mission and culture.

The position is full-time and twelve (12) month.



## To Apply

The Hun School of Princeton has retained The Baker Group to assist in the recruitment of the Director of Enrollment Management. Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will need to submit the following materials as a separate PDF document:

- A cover letter expressing their interest in this particular position.
- A current résumé of no more than four pages.
- A writing sample authored by the candidate, e.g., parent communication, newsletter, open house speech, blogs, or articles.
- 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).

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*Equal Employment Opportunity Employer statement {if applicable}.*