

Position Announcement

Assistant Head of School for Strategic Enrollment

Asheville School
Asheville, North Carolina
ashevilleschool.org
Start Date: July 2025



Overview

Asheville School is an intentionally small co-ed boarding school surrounded by the natural beauty of the Blue Ridge Mountains, while also just minutes from downtown Asheville, North Carolina. Over 300 students from across the United States and from 25 countries call this inclusive community home. Known for its beautiful 350-acre campus, Asheville School is committed to its mission of encouraging and supporting each student to explore their interests and talents both in and out of the classroom. At Asheville, the faculty know that education is about more than curriculum, it's about community. The students and faculty are one of the most diverse educational communities in the Southeast.

Asheville School is a place where students are guided by adult mentors who are experts in their fields, who understand the importance of allowing space for creativity, exploration and unexpected new pathways. At Asheville, the student journey is one of discovery and is an everyday occurrence due to the curiosity, compassion and creativity of every student and adult in the community. Through the historical and ever relevant values of curiosity, humility, compassion and kindness.

Building from a position of strength relative to the enrollment program at Asheville, the school seeks to hire an Assistant Head of School for Strategic Enrollment. In partnership with the Head of School, other senior leaders and with the trustees, the Assistant Head of School for Strategic Enrollment will build a vision for the future of Asheville as it relates to enrollment management. With clarity of purpose, a commitment to the mission of Asheville and in partnership with all community members, the new chief enrollment leader will be a strategic and entrepreneurial leader who will develop a transparent and community-informed Enrollment Action Plan.



Mission

Asheville School is a diverse and nurturing community that challenges and supports the mind, body, and spirit of our students by developing their resilience, intellect, and character.

Vision

A global community pursuing lives of meaning and service.

Learn More

Click on the links below to learn more about Asheville School.

[School Website](#)

[Why Boarding School](#)

[Mountaineering](#)

[College Matriculation](#)

Location

A vibrant city in the Blue Ridge Mountains, Asheville, North Carolina, is known for its scenic beauty, thriving arts scene, and rich cultural. Home to the historic Biltmore Estate, Asheville boasts a thriving downtown filled with independent shops, farm-to-table restaurants, and craft breweries. Outdoor enthusiasts can explore the nearby Blue Ridge Parkway, Pisgah National Forest, numerous hiking and outdoor activities, and phenomenal golf courses. With a mild climate and a welcoming community, Asheville is a top destination for visitors and a desirable place to live.

About the Head of School

An alumnus who made his return to campus in 2019, Head of School Dr. Anthony Sgro ('84) is engaging, thoughtful and holds a deep love of Asheville School. Prior to the Asheville School headship, Dr. Sgro was Head of School at Rabun Gap-Nacoochee School for eight years and worked for a decade in public policy before he chose to pursue a career in education.

Dr. Sgro currently serves on the boards of North Carolina Association of Independent schools and Spoleto Study Abroad (chair). He has served on the boards of The Association of Boarding Schools, The Head's Network, Wilson Center for Public Service at Hampden-Sydney College, St. Andrew's School Development Committee, Habitat for Humanity, and the Virginia Israel Commission. He is a member of the Cum Laude Society, the 1911 Groups, and the Heads and Principals Association.

At Asheville School, Dr. Sgro is known for an innovative and bold leadership style that stems from his deep belief in and commitment to the core values and mission of Asheville School. Under his leadership, Asheville has seen tremendous growth in the academic and co-curricular programs, enhancements to the campus facilities, fundraising, and community service. His involvement in the school is deep and he is a very active presence in the life of the students including his upcoming role in this year's school play!

Position Description

The Asheville Schools seeks its next Assistant Head of School for Strategic Enrollment to partner with the Head of School in the development of a strategic, data-informed approach to enrollment management. The Assistant Head will be a highly collaborative, innovative and visionary leader with a passion for the mission of Asheville School and commitment to the life of a boarding community. The Assistant Head will be empowered to lead all aspects of the enrollment management program and will serve a key senior leader at the school.



Core Values

Personal Excellence

At Asheville School, we believe that excellence is striving for personal growth, a desire to discover and explore possibilities, and the courage to see opportunities in challenges. We foster critical and creative thinking skills in diligent pursuit of personal excellence in academics, the arts, athletics, mountaineering, and service. We challenge students to continually seek to understand how their decisions and actions impact their own lives and the lives of others.

Inclusive Community

At Asheville School, we believe in intentionally seeking different perspectives and fostering equity. Our community is stronger when each individual's voice is a valued and respected part of the conversation. We grow through exploration, understanding, and respect for the differences and similarities that are the foundation of the most essential piece of the Asheville School experience – our community.

Perseverance and Resilience

At Asheville School, we believe success involves hard work, dedication, and the courage to overcome barriers. Students learn to handle disappointment with grace and flexibility and move forward with renewed focus and fortitude.

Life-long Curiosity

At Asheville School, we believe that a lifelong love of learning is rooted in curiosity. We collaborate and challenge one another to discover different ways of thinking, to pursue interests, and to explore opportunities to develop our mind, body, and spirit. We encourage a hunger for learning, enduring curiosity, and a profound interest in the people and world around us.

Spiritual Reflection

At Asheville School, we believe that spiritual reflection opens the door to a greater understanding and appreciation of oneself, others, and the connection to something greater. Rooted in our nondenominational Christian heritage, we welcome students of all faiths and beliefs and encourage everyone to explore spiritual connection through multiple pathways, striving to embark on a meaningful and life-long spiritual journey.

Key Responsibilities:

- Provide leadership and develop an enrollment management culture, including admissions, financial aid, marketing, enrollment and retention
- Work closely with the Head of School and across departments to set enrollment and admission goals, in accordance with the strategic plan and the school's mission
- Communicate effectively with student life administrators to ensure seamless transition and support of new students on campus
- Regularly updates the senior team, admission staff and Board of Trustees about enrollment and community research and demographics that impacts all aspects of admissions and enrollment trends
- Attends Board of Trustee meetings when appropriate to present, as needed, and keep Board apprised of the school's enrollment management efforts
- Develops and implements a comprehensive Enrollment Action Plan which will inform all aspects of outreach, branding, marketing, recruitment, selection, enrollment, financial aid and re-enrollment
- Directs the complete application review process for admissions in partnership with the admission and financial aid team
- Is a leader for the school community and participates in the daily life of the school

Qualifications and Personal Attributes

- Bachelor's degree, master's degree preferred;
- Strong commitment to boarding and day school education
- Experience as a director of enrollment management in an independent school or higher education
- Exceptional interpersonal skills, warmth and flexibility
- Strong managerial skills
- Champion of Asheville School's mission and core values
- Ability to collaborate across departments, with faculty and staff, and all school constituents
- Joy and dedication to working with adolescents



To Apply

Asheville School has retained Carney, Sandoe & Associates / The Baker Group to assist in the recruitment of the Assistant Head of School for Strategic Enrollment. 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 and thorough résumé of no more than four pages;
- A writing sample, such as a parent/guardian communication, newsletter, open house speech, blog, or article;
- Contact information for five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

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