

DIRECTOR OF ENROLLMENT MANAGEMENT SEARCH

CHARLOTTE COUNTRY DAY SCHOOL

Charlotte, North Carolina

charlottecountryday.org

Start Date: July 2026



CHARLOTTE
COUNTRY DAY
SCHOOL



Carney
Sandoe
& ASSOCIATES



Mission

Through excellence in education, Charlotte Country Day School develops the potential of each student by fostering intellectual curiosity, principled character, ethical leadership, and a responsibility to serve.

Affirmation of Community

Charlotte Country Day School is committed to living as an authentic, inclusive community. Our pursuit of this commitment to community recognizes and affirms the richness brought by difference and discovered through commonality.

At a Glance



Established
1941



Enrollment
1,750



Student-teacher ratio
8:1



Campus size
117 acres



Students of color
21%



Total faculty
350



Financial aid awarded
\$9.2M



Faculty with
advanced degrees
64%

International students: 15%

Countries represented: 64

Faculty of color: 19%

Students receiving aid: 21%

Endowment: \$70M

Annual operating budget: \$61.7M

AP and IB courses: 50

Upper School clubs and organizations: 50

Sports teams: 72

Annual Fine Arts performances: 70+



Overview

Imagine being part of a school that has the benefit of a well-established history of excellence while also being a place that is full of creativity and vision as it looks to its future. Founded in 1941, Charlotte Country Day School, a JK-12 school serving approximately 1,750 students, was the first independent school in the region. Since that time, Country Day has continued to be a school deeply committed to its mission, while also being a community that evolves and grows to provide the best educational experience for its students. As a strong, forward-thinking institution producing exceptional academic results while going beyond to more completely prepare students for life, Country Day is a highly sought-after school that inspires students to be engaged and purposeful leaders. In addition to two superb campuses located four miles apart and covering approximately 117 acres, the school recently acquired a 330-acre property, including a farm, which provides students with hands-on lessons in leadership, agriculture education, the sciences, and more.

With a distinctive program, a robust applicant pool, and a dedicated parent and alumni community, Country Day honors its past while preparing for its future. The school continually seeks innovative ways to prepare students for college and beyond, expand curricular and co-curricular opportunities, strengthen community connections, and broaden its outreach to prospective families.

Today, Country Day seeks a Director of Enrollment Management to begin July 1, 2026. With the retirement of Nancy Ehringhaus, a legendary and deeply respected admission leader in Charlotte, the school seeks to build on her success while also envisioning the next chapter of enrollment management for the school. With a tremendous community of faculty, students, trustees, parents, and alumni, this is an exciting time to become part of the Country Day family. The next enrollment leader will be an entrepreneurial and strategic architect of the school's future - shaping enrollment strategy, influencing institutional priorities, and partnering with a dynamic new Head of School to amplify Country Day's impact and reach. Being mindful of the school's mission and Affirmation of Community, the Director of Enrollment Management will be a collaborative and data-guided leader with a passion for the culture and values of the school and skilled at attracting and enrolling students who will thrive at Country Day.



About the Head of School

Newly appointed as the Head of School at Country Day, Dr. Tara Christie Kinsey is an exceptional leader with experience in a variety of educational settings. From 2015-25, Dr. Kinsey served as the Head of School at The Hewitt School in New York City. Previously, she was Associate Dean of the College and Campus Life as well as Senior Associate Director of Capital Giving at Princeton University. With an AB in English from Princeton University and a PhD in English from Emory University, Dr. Kinsey is a skilled public speaker and writer and has published extensively on literature, leadership, and the value of athletics. Dr. Kinsey noted, “From the moment I stepped onto Country Day’s campus, I felt warmly welcomed, intellectually engaged, and genuinely inspired to help unlock the extraordinary potential of a school which has a long history of groundbreaking firsts, and which is now poised to write its exciting next chapter. I am honored and delighted to work alongside such extraordinarily talented, passionate, curious, committed, and kind members of this very special school community.” Learn more about Dr. Kinsey [here](#).

The next enrollment leader will have the unique and exciting opportunity to partner with Dr. Kinsey and school leaders as they begin to execute a visionary strategic plan focused on innovation, leadership, and real-world impact. As a key member of the senior leadership team, the next Director of Enrollment Management will bring a critical and aspirational lens to this work.

Location

Charlotte, North Carolina, offers a unique blend of economic growth, diversity, and educational excellence. With a rapidly expanding population exceeding 900,000 and rapid regional expansion, the city’s economy is anchored by finance, healthcare, and technology—drawing professionals to the region who value academic excellence. In addition to Country Day, Charlotte is also home to several prominent higher education institutions, including the University of North Carolina at Charlotte, Davidson College, and Queens University, fostering a culture of intellectual engagement and offering rich partnership opportunities for independent school leaders.



Opportunities and Challenges

Charlotte Country Day School is in an enviable position relative to enrollment. With a robust applicant pool, an impressive financial aid budget, a high yield of admitted students, and an extremely high re-enrollment rate, the Director of Enrollment Management will be joining the school at an auspicious time to build on the strengths of the past while envisioning the next iteration of enrollment management for the school.

The school's dedicated admissions team, together with its deeply passionate and talented faculty, administrators, and trustees, will play a key role in the future success of enrollment at Country Day. The Director of Enrollment Management will amplify the school's distinct value proposition, ensuring that prospective families experience a clear, compelling, and consistent message. In partnership with the marketing and communications office, the Director will help shape marketing strategy and drive interest, engagement, and yield. In addition, the school is excited to continue its connections with the alumni and current families while also broadening interest and enrollment from families new to the school and from a wide range of neighborhoods and backgrounds.

Key goals for the next Director of Enrollment Management will be strategic planning, market analysis and forecasting, integrating technology systems, expanding our recruitment strategies, and managing a mission-aligned financial aid program to support enrollment goals.

Equally important, the next enrollment leader will engage with campus leaders, families, faculty, alumni, trustees, and the community. Building strong and trusted partnerships with key stakeholders, schools, programs, and organizations will be essential as the school continues to broaden its outreach ability to fulfill our mission and Affirmation of Community, and the next set of strategic goals.

Finally, the school will seek to develop an ongoing reflective approach to its enrollment management program requiring the next leader to design and implement research related to market perceptions, family experience, and growth opportunities. With an intentional approach to research, the next enrollment leader will be empowered to draw on that research as they seek to build the next iteration of the admission and financial aid program at Country Day.



Qualifications and Personal Attributes

The ideal candidate will be a seasoned and proven leader with deep experience in all aspects of enrollment, marketing, and admissions. Charlotte Country Day School strives to hire people committed to the school's mission, Affirmation of Community, and values. The following qualifications are sought in the ideal candidate:

- Bachelor's degree required; Master's degree preferred.
- Minimum 7 years of admission/enrollment management experience and a strong understanding of the budget drivers that impact school finances.
- Commitment to working in and fostering an inclusive community.
- Strategic thinker and creative problem-solver with ability to see the big picture.
- Superior communication skills both written and spoken.
- Superior interpersonal, organizational, leadership, and managerial skills.
- Skilled and facile with technologies that support student record management, analytical reporting, office operations, and social media strategy.
- Fluency with database management software preferred.
- Comfortable with the use of data to make strategic enrollment management decisions and to create effective board reports.
- An ability to manage multiple complex tasks, meet tight deadlines, and changing demands.
- A commitment to confidentiality and good judgment on sensitive matters.
- Skilled manager who enjoys identifying and developing talent and has consistently created high-functioning teams and a welcoming atmosphere within the department.
- Experience as a teacher, coach, advisor, at multiple grade levels from grades PK-12 is a plus.

Learn More

Click on the links below to learn more about Charlotte Country Day School.

[School Website](#)

[School Profile](#)

[Diversity, Equity, Inclusion, and Belonging](#)

[About Charlotte, North Carolina](#)

As partners in student success, Country Day's goal is to shape confident, healthy, well-rounded adults who are ready to make significant contributions to society. [Watch this video series about teaching and learning at Country Day.](#)



To Apply

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

- A cover letter expressing 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:

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