

# DIRECTOR OF ENROLLMENT MANAGEMENT SEARCH

**GEORGE SCHOOL**  
Newtown, Pennsylvania  
[georgeschool.org](http://georgeschool.org)

Start Date: July 2026



# Mission Statement

With Quaker tradition as its touchstone and academic excellence at its core, George School seeks to develop citizen scholars cheerfully committed to openness in the pursuit of truth, to service and peace, and to the faithful stewardship of the earth. We want our students to treasure learning for its own sake and to use it to benefit a diverse world. Above all, we want them to “let their lives speak.”

## At a Glance



Established  
1893



Average enrollment  
535



Total faculty  
76



Student-teacher ratio  
7:1



Students of color  
40%



Financial aid awarded  
\$11M



Faculty with advanced degrees  
75%



Campus size  
240 acres

States represented: 23

Countries represented: 50

International students: 30%

Faculty of color: 13

Students receiving aid: 50%

Endowment: \$320M

Operating budget: \$40M





## Overview

Nestled on 240 acres of rolling Pennsylvania countryside, George School is a globally recognized leader in independent education. Located just outside Philadelphia and within easy reach of New York City, the school offers an inspiring setting where learning is both rigorous and joyful. George School's academic program—including the International Baccalaureate Diploma, advanced courses across disciplines, and incredible arts and athletics offerings—is designed to challenge students while cultivating curiosity, creativity, and a global perspective. With state-of-the-art facilities, historic architecture, and a campus alive with intellectual energy, George School provides an extraordinary environment in which both students and educators thrive.

At the heart of George School's identity are the enduring values of the Quaker faith—integrity, equality, simplicity, peace, and service. These principles are woven into daily life, shaping a community where every voice is valued and where learning extends far beyond the classroom. The result is a school culture marked by spirit, equity, curiosity, pride, and a deep sense of belonging. Students graduate with a profound commitment to making a difference in the world and with incredible confidence to use their hearts, minds and voices for the betterment of all. For faculty and staff, George School offers the rare opportunity to join a mission-driven community that celebrates excellence while staying true to its values. Together, adults and students at George School are unified in purpose and mission.

Today, George School launches a global search for its next Director of Enrollment Management—a pivotal senior leadership role reporting directly to the Head of School and serving as a vital, strategic thought partner on the leadership team. This is a moment of great momentum and possibility: the next enrollment leader will have the opportunity to build on a foundation of strength and bring bold vision, creativity, and innovation to the school's enrollment strategy. By crafting and executing a data-driven, community-informed strategic plan, this leader will help shape the future of George School for years to come.



The ideal candidate is energized by challenge and inspired by growth, someone who embraces the dynamics of change and thrives in an environment of big ideas and bold possibilities. This is a chance to join a passionate, dedicated admissions team eager to collaborate, innovate, and elevate the school's approach to enrollment. Guided by the humility and enduring values of George School, the next Director of Enrollment Management will not only lead with strategy but with heart—strengthening the school's reach, impact, and future with every decision.

## Opportunities and Challenges

George School is at an exciting moment of opportunity. Building on its strong enrollment foundation, the school is ready to move confidently into a new era of strategic, collaborative, and data-informed planning. With the full support of a talented admission team, the Head of School, and senior leadership, the next Director of Enrollment Management will be welcomed into a community eager to embrace innovation and elevate enrollment management to new heights.

### Key Priorities for the Role

- **Design and execute a bold, data-driven enrollment strategy** that is transparent, measurable, mission-aligned, and focused on long-term sustainability.
- **Partner across campus leadership** to embed a shared, institutional mindset around modern enrollment practices and to provide thoughtful oversight of enrollment priorities.
- **Strengthen the admission office's infrastructure** by enhancing operational efficiency, elevating the applicant and family experience, and laying the groundwork for predictive modeling and multi-dimensional data analytics throughout the enrollment funnel.
- **Shape the long-term composition of the student body** in collaboration with the Head of School, leading strategic conversations and implementing innovative tools and tactics to achieve goals.
- **Elevate George School's story** through distinctive, personalized, and targeted campaigns that connect with families of diverse ages, backgrounds, and demographics.
- **Expand recruitment strategies domestically and internationally**, cultivating new markets, partnerships, and pipelines that align with the school's mission and broaden its reach.
- **Use institutional, regional, and national data** to identify enrollment trends and growth opportunities, ensuring that recruitment efforts are informed, strategic, and sustainable.





- **Design and oversee institutional research** at each stage of the admission funnel to ensure strong conversion, data integrity, and actionable insights.
- **Mentor, empower, and inspire the admission team** by fostering professional growth, project management expertise, and leadership potential at every level.

## 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. George School strives to hire people committed to the school's mission and values. The following qualifications are sought in the ideal candidate:

- Bachelor's degree required; Master's degree preferred.
- Minimum 5-7 years of admission/enrollment management leadership experience and a strong understanding of the budget drivers that impact school finances.
- Commitment to working in and fostering an inclusive community and demonstrated high EQ in working with families of all backgrounds.
- Strategic thinker and creative problem-solver with ability to see the big picture.
- Superior communication skills both written and spoken.
- Outstanding interpersonal, organizational, leadership and managerial skills.
- Skilled and facile with enrollment management technologies that support all aspects of enrollment management outreach, recruitment, selection and research.
- Strong experience with data dashboards, board presentations and data analytics.
- 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.

# Learn More

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

[School Website](#)

[College Matriculation](#)

[School History](#)

[About Newton, Pennsylvania](#)

[Diversity, Equity, and Inclusion](#)



## 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:

### **Cathy Shelburne**

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