

DIRECTOR OF ENROLLMENT MANAGEMENT SEARCH

DANA HALL SCHOOL

Wellesley, Massachusetts

danahall.org

Start Date: July 2026



Carney
Sandoe
& ASSOCIATES



THE BAKER GROUP

Mission

Dana Hall School is committed to fostering excellence in academics, the arts, and athletics within a vibrant, caring, and inclusive community. With emphasis on integrity, leadership, diversity, and service as well as on respect for self and others, Dana Hall provides its students with a unique opportunity to prepare themselves for the challenges and choices they will face as women and citizens of the world.

At a Glance



Established
1881



Total enrollment
453



Total faculty
69



Student-teacher ratio
6:1



Students of color
35%



Financial aid awarded
\$6.1M



Faculty with advanced degrees
78%



Campus size
55 acres

Upper School enrollment: 320
Middle School enrollment: 133
Boarding students: 100
International students: 12%
Faculty of color: 21%
Students receiving aid: 24%

Endowment: \$107.1M
Annual operating budget: \$31.3M
AP courses: 17
Honors-level courses: 7
Student clubs and groups: ~40
Interscholastic teams: 37



Overview

One of Boston's leading independent schools, Dana Hall School is a college-preparatory day and boarding school for girls in grades 5 through 12, located in Wellesley, Massachusetts, just 15 miles west of Boston. Founded in 1881, Dana Hall has a long-standing commitment to academic excellence, personal growth, and the empowerment of young women. The School offers a challenging and dynamic curriculum that prepares students to lead with confidence, integrity, and purpose in an increasingly complex and interconnected world.

Rooted in a tradition of single-gender education, Dana Hall provides an environment where girls are encouraged to take intellectual risks, develop their voices, and explore their full potential. The School emphasizes rigorous academics, complemented by robust programs in the arts, athletics, and community service. Its faculty and staff are deeply committed to fostering curiosity, resilience, and a lifelong love of learning.

Dana Hall's campus spans 55 acres and features extraordinary state-of-the-art academic buildings, athletic facilities, and performing arts spaces, along with residence halls that support its vibrant boarding program. The school community is diverse and inclusive, welcoming students from across the United States and around the world. This global perspective enriches the educational experience and prepares students to be thoughtful, engaged citizens.

The School's mission is evident in all aspects of campus life. Dana Hall values collaboration, innovation, and a student-centered approach, creating a culture where every individual is seen, heard, and empowered. With its rich history, promising outlook, and unwavering focus on how girls learn, Dana Hall School stands as a leader among independent schools and a model for developing confident, compassionate, and capable young women.



About the Head of School

Head of School Katherine Bradley brings more than two decades of experience in independent school leadership to her role at Dana Hall, which she assumed in 2016. Under her leadership, and in partnership with an extraordinary senior leadership team, the School has undergone significant transformation. This includes the opening of the new Upper School Classroom Building in 2024. Designed to support innovative, interdisciplinary teaching and learning, the new academic building features flexible classrooms, and collaborative spaces that reflect the School's commitment to academic excellence and 21st-century learning. Katherine also has championed initiatives in global education, CEI (Community, Equity and Inclusion), and faculty development, while leading successful fundraising efforts to ensure the School's long-term sustainability.

Dana Hall School is seeking an experienced and visionary leader to assume the role of **Director of Enrollment Management** to build on the strengths of the enrollment program at Dana Hall and to envision the next chapter of strategic enrollment management at the school. This senior administrative role is responsible for overseeing all aspects of enrollment, recruitment, and retention for both day and boarding students. The Director will serve as a thought-partner to the Head of School and Associate Head in designing and implementing actionable and attainable enrollment targets and strategies.

Opportunities and Challenges

Leverage Dana Hall's identity as a school for girls committed to excellence in academics, athletics, and the arts to position it as a bold and relevant choice in a crowded educational landscape. Families increasingly seek environments where girls can build confidence, lead with purpose, and excel academically. The Director of Enrollment Management must translate Dana Hall's philosophical commitment to girls' education into a compelling, outcomes-based narrative that resonates with prospective students and families from a wide range of backgrounds and identities.

Design a transparent and data-informed strategic enrollment plan focused on key strategies to broaden access across boarding and day markets through targeted marketing and engagement with a focus on elevating the key messages and distinctiveness of Dana Hall. This strategic enrollment plan will include clearly defined compositional priorities to meet institutional aspirations for enrollment and program growth.



Elevate and promote Dana Hall's signature and co-curricular programs as key differentiators in the enrollment experience. Guided by the strategic enrollment plan and in collaborative engagement with senior leadership and trustees, the Director of Enrollment Management will identify opportunities and strategies for intentional outreach and enrollment of students who will contribute purposefully in co-curricular offerings in visual and performing arts and athletics.

Serve as a thought leader on optimal school size and enrollment composition to meet net-revenue goals in an ever-changing enrollment landscape. The Director will partner with the Head of School, Associate Head of School, COO/CFO, Division Directors, and Trustees to design and drive a strategic and sustainable enrollment plan with particular attention to optimizing the balance of day and boarding students, expanding geographic and demographic diversity, and strengthening yield and retention across divisions.

Navigate the complexities of a competitive and evolving admissions market by embracing data-informed decision-making, targeted outreach, and innovative recruitment practices. In Greater Boston, and across national and international boarding markets, families have more options than ever. The Director must rise to the challenge by crafting an agile, mission-forward approach to enrollment that meets the expectations of today's families while staying rooted in Dana Hall's core values.

Lead a seasoned and highly talented team of dedicated enrollment management professionals by setting clear goals and expectations while fostering a culture of empathy, inspiration, and shared purpose. The Director of Enrollment Management will be responsible for empowering the team with vision and integrity, ensuring that each member feels valued and motivated to contribute their best work. By modeling collaborative leadership and open communication, the Director will cultivate a spirit of teamwork that aligns with the School's mission and strategic priorities, empowering the team to deliver exceptional results in recruitment, retention, and overall enrollment strategy.

Seize the opportunity to lead at a transformational time for Dana Hall that is marked by strategic clarity, energized leadership, and a renewed commitment to excellence in girls' education. The next Director of Enrollment Management will shape the school's future through bold storytelling, disciplined execution, and a deep belief in the power of a Dana Hall education.



Qualifications and Personal Attributes

The ideal candidate will be a seasoned and proven enrollment management leader with deep experience in all aspects of enrollment, marketing, financial aid and strategic planning. Dana Hall strives to hire people committed to the School's mission and values. The following qualifications are sought in the ideal candidate:

Education & Experience

- A bachelor's degree is required; an advanced degree is preferred.
- Minimum 7-10 years of progressively responsible experience in admissions and enrollment management in independent schools (boarding school preferred) or higher education.
- Demonstrated success in building enrollment pipelines, data-driven decision making, and team leadership.
- Experience with financial aid policies and pricing strategies is strongly preferred.
- Fluency with enrollment CRM systems, database tools, spreadsheets, and analytics platforms.

Professional & Personal Attributes

- A visionary and strategic thinker who is also grounded in operations, detail, and execution.
- Deep belief in and alignment with Dana Hall's mission, values, and commitment to equity and inclusion.
- High emotional intelligence, approachable demeanor, relational presence, and genuine warmth in engaging with families, students, faculty, and colleagues.
- Excellent communication skills (verbal, written, presentation), capable of tailoring messages to diverse audiences.
- Adept at using data to inform decisions while maintaining a human-centered approach to admissions and community-building.
- Proven supervisory and mentoring skills with the capacity to inspire, manage, and support a high-performing, mission-driven team.
- A collaborative spirit, willing to serve broadly and cross-functionally in a dynamic day and boarding school environment.
- Brings authenticity, enthusiasm, and a sense of joy to their work and relationships, understanding the value of both professionalism and play in a vibrant school community.

Learn More

Click on the links below to learn more about Dana Hall School.

[School Website](#)

[College Matriculation](#)

[Community, Equity, and Inclusion](#)

[About Wellesley, Massachusetts](#)

[Strategic Plan](#)

[About Boston, Massachusetts](#)



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, including a supervisor from a previous role, with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Amy Rogers

Consultant

amy.rogers@carneysandoe.com

Bill Leahy

Consultant

Enrollment Management Search & Consulting Practice Leader

bill.leahy@carneysandoe.com

The full-time equivalent salary range for this position is \$150,000 - \$180,000 in addition to campus housing. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.