

DEAN OF ADMISSION SEARCH

DEERFIELD ACADEMY

Deerfield, Massachusetts
deerfield.edu

Start Date: July 2026



**Carney
Sandoe**
& ASSOCIATES

CARNEYSANDOE.COM

Deerfield Academy Core Values

- **Citizenship** in a spirit of humility, empathy, and responsibility
- **Face-to-face interactions** characterized by joy and generosity of spirit
- **Connectedness** to our unique setting and the contemporary world
- **Reflection and balance**, promoting intellectual vitality and self-understanding
- **Pursuit of mastery** built on a foundation of breadth and versatility
- **Shared experiences**, large and small, as sources of relationships, identity, and community

At a Glance



Established
1797



Enrollment
650



Total faculty
150



International students
17%



Annual operating budget
\$76.5M



Financial aid awarded
\$16M



Faculty with advanced degrees
56%



Campus size
330 acres

Boarding students: 576
Day students: 74
Students receiving aid: 40%

Sports offered: 31 varsity teams and 69
total athletic teams



Overview

Deerfield Academy, located in Deerfield, Massachusetts is a globally recognized leader in independent schools. A coeducational boarding and day school serving approximately 650 students in grades nine through postgraduate, Deerfield Academy is a place students, staff, and faculty are proud to call their home. Located in a historic village surrounded by a river, hills, and farmland, Deerfield's environment fosters reflection, academic engagement, spirited play, lasting friendships, and a vibrant school culture. Committed to the highest standards of scholarship, citizenship, and personal responsibility, Deerfield offers a rigorous liberal arts curriculum, an expansive cocurricular program, and a supportive residential environment. The school encourages students to develop intellectual curiosity, physical and mental well-being, and strong moral character.

Founded in 1797 by a charter signed by then-Governor Samuel Adams, Deerfield opened its doors to students in 1799 with a mission to promote "Piety, Religion, & Morality... in the liberal Arts and Sciences." More than two centuries later the Academy, unaffiliated with a specific religion, remains deeply rooted in its New England heritage and location while preparing students for the demands of the modern world.

Deerfield seeks a strategic relationship-centered admission leader to serve as its next Dean of Admission. Reporting to the Chief Enrollment Officer, the Dean will lead and empower a high-performing admission team and take a hands-on leadership role in refining internal systems and implementing data-informed strategies. In collaboration with the Chief Enrollment Officer, senior leadership team, faculty, and communications colleagues, the Dean of Admission will help shape recruitment and messaging that broaden Deerfield's reach and reflect the heart and soul of its community.

The ideal candidate is a dynamic strategist and inspiring relationship-builder who unites data and insight with empathy and storytelling; who can guide and empower a talented admission team toward measurable goals; and who ensures every interaction reflects the excellence and warmth that define Deerfield Academy. In addition, the next Dean will be one committed to maintaining an active presence in school life, including sit-down meals and in co-curricular programs.



Primary Duties and Responsibilities

Leadership and Team Development

- Lead, inspire and mentor a talented team of admission professionals, fostering both individual growth and collective success.
- Foster a culture of collaboration, transparency, and accountability through open communication and shared purpose.
- Recognize and leverage individual strengths to advance team excellence and strategic objectives.
- Establish clear goals and metrics of success, aligning the office's work with Deerfield's priorities and fostering a spirit of professional growth and shared purpose.
- In partnership with the Chief Enrollment Officer, Dean of Faculty, and Director of Human Resources, design and implement a cohesive framework for goal-setting, feedback, and professional development that drives sustained performance and engagement.
- Draw on the expertise and perspectives of team members to envision the next chapter of Deerfield future.

Technology, Systems, and Data Analytics

- In partnership with the Chief Enrollment Officer, lead a comprehensive review of enrollment systems supporting marketing, recruitment, selection, financial aid, and project management to ensure maximum impact and efficiency.
- Develop and maintain real-time enrollment dashboards that provide actionable insights at every stage of the admission funnel.
- Promote data integrity and consistency through clear definitions, training, and cross-functional collaboration.
- Build data fluency across the team, providing the tools and knowledge to work confidently with technology, analyze performance, and execute strategies guided by data-informed metrics.

Marketing, Communications, and Family Engagement

- Collaborate closely with the Chief Enrollment Officer and Director of Communications to align all admission messaging and branding across digital and print platforms.
- Create authentic messaging that resonates with prospective families and reflects Deerfield's commitment to excellence, access, and belonging.



- Design and implement a comprehensive marketing and engagement strategy that builds meaningful connections with families from inquiry through enrollment.
- Prepare and support all admission team members in representing Deerfield with confidence, professionalism, and warmth across presentations, interviews, and other forms of outreach.

Compositional and Strategic Goals

- In partnership with the Chief Enrollment Officer and the Head of School, define and advance Deerfield's long-term enrollment and compositional priorities in alignment with the school's mission.
- Provide clear data analysis and reporting at every stage of the admission process to track progress toward institutional goals.
- Regularly evaluate and refine, adapting to changing market dynamics and institutional needs through continuous assessment and improvement.

Campus Partnerships and Community Engagement

- Build and sustain strong relationships across the campus community to ensure alignment, transparency, and shared ownership of enrollment objectives.
- Engage faculty and staff through regular updates and collaborative discussions on admission strategy, market trends, and the aspirations and needs of prospective families.
- Facilitate opportunities for team learning and partnership, ensuring the admission office remains deeply connected to academic programs, student life, and the overall Deerfield experience.
- Serve as one of Deerfield's most visible ambassadors—authentically engaging with prospective families, feeder schools, and educational partners to share the distinct value of a Deerfield education.

Qualifications and Personal Attributes

The ideal candidate will be a highly seasoned and proven enrollment leader with deep experience in all aspects of enrollment, marketing, and admission. Deerfield Academy 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 team members, campus partners, prospective families and alumni.
- 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 Deerfield Academy.

[School Website](#)

[Virtual Campus Tour](#)

[School History and Traditions](#)

[School Profile](#)

[Thriving in a World of Pluralistic Contention:
A Framework for Schools](#)

[About Deerfield, 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
- 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)

Lisa Parsons

Consultant

lisa.parsons@carneysandoe.com

Bill Leahy

Consultant

bill.leahy@carneysandoe.com

The full-time salary range for this position is 130,000-\$170,000. The starting salary is based upon, but not limited to, several factors which include years of experience, education background, and expertise.