



Catlin Gabel

**DIRECTOR OF ENROLLMENT
MANAGEMENT**

Start Date: July 2026

Catlin Gabel

Portland, Oregon | catlin.edu



**Carney
Sandoe**
& ASSOCIATES

MISSION STATEMENT

Catlin Gabel fosters compassionate and curious citizens of the world by inspiring in every student a love of learning and the courage to take responsible action.

At a Glance



1859
established



782
total enrollment



52%
students of color



125
total faculty



90%
faculty with
advanced education



9:1
student-faculty ratio



OVERVIEW

Catlin Gabel is widely recognized as one of the premier independent schools in the Pacific Northwest, with a strong market position built on inspired learning that leads to responsible action. Catlin Gabel offers a rigorous and thoughtfully constructed curriculum that challenges students to think independently while nurturing each student's curiosity and individuality. Its remarkable facilities, set on a stunning wooded campus, provide inspiring spaces for learning, creativity, athletics, and community life. At the heart of Catlin Gabel is a deeply relational culture where students are truly known and valued. Faculty members serve not only as teachers but as mentors, advocates, champions, and intellectual guides. This powerful combination of rigor, belonging, and purpose prepares students to thrive well beyond graduation as confident, principled, and engaged contributors to the world.

Catlin Gabel's strength today is grounded in a rich history that reflects decades of commitment to progressive education and whole child development. At Catlin Gabel, progressive education is more than a philosophy—it's an approach to learning that develops in students the confidence, compassion, and critical thinking to lead courageously. Formed through the merger of two pioneering schools, Catlin Gabel has long stood for thoughtful innovation balanced with institutional stability. Under the long tenure of its current Head of School, the community has experienced visionary leadership, strong enrollment demand, and deep alignment around mission and values, further solidifying its standing among Portland's most respected schools. There is now genuine excitement as the school prepares to welcome a new Head of School who is returning home to Catlin Gabel. This moment represents both continuity and renewal, reinforcing the school's cohesive culture while energizing its next chapter with leadership that understands and embodies the spirit of the Catlin Gabel community





Catlin Gabel is seeking a Director of Enrollment Management who will provide visionary and disciplined strategic leadership across all aspects of enrollment and financial assistance. As a member of the school’s Senior Administrative Leadership Team, this individual will play a central role in shaping institutional strategy, ensuring that enrollment, retention, tuition revenue, and financial assistance policies are fully aligned with the school’s mission and long-term sustainability. Reporting to the Head of School and partnering closely with the Assistant Head of School for Strategic Initiatives, the Director will design and lead a comprehensive enrollment plan, oversee enrollment forecasting and net tuition strategy, strengthen market positioning, and utilize a data-informed approach to enrollment management. The role calls for a seasoned leader with deep experience managing complex enrollment operations, guiding multi-divisional teams, stewarding financial assistance resources strategically, identifying emerging opportunities, and building systems that position the school for continued strength in a dynamic and competitive landscape.



Introducing The New Head of School

Dr. Aline García Rubio '93, who will begin her tenure as Catlin Gabel’s Head of School on July 1, 2026, brings both deep institutional roots and a distinguished record of progressive educational leadership to this pivotal role. An alumna of Catlin Gabel through a high-school foreign exchange scholarship, she returned in 2004 as an Upper School science teacher and subsequently served in successive leadership roles including Department Chair, Dean of Students, Assistant Division Head, and Head of Upper School, where she led

significant curriculum innovation and guided the division through complex transitions with thoughtful, strategic leadership. Most recently, she has served as Associate Head of School at Oregon Episcopal School, overseeing the full PS-12 academic program, and is widely recognized for her student-centered approach, strong pedagogical expertise, and visionary leadership that balances innovation with deep commitment to community.

“It is a true honor to return to Catlin Gabel, the place that nurtured my personal and professional becoming. I am excited to lead the school into a new chapter of joy, educational excellence, and connection. We will build on the legacy of our predecessors moving into an inspiring future while holding onto our progressive roots.”

- Dr. García Rubio

OPPORTUNITIES AND CHALLENGES

Design, Implement, and Enhance a Strategic Enrollment Action Plan

In partnership with a highly dedicated enrollment and leadership team, the Director will be charged with the design and execution of a comprehensive, multi-year strategic enrollment action plan that is aligned with the school's mission and long-term enrollment goals. This plan will create new opportunities to integrate recruitment, retention, financial assistance optimization, and net revenue strategies in a dynamic market environment. Bringing their expertise and vision to this plan, the next Director will partner with the faculty, leadership team, and Trustees to design an enrollment strategy that capitalizes on the market strength of Catlin Gabel, while envisioning new approaches to the enrollment and retention efforts of the school.

Create Intentionality in New Market Development

As demographic patterns and independent school competition continue to evolve in Portland, there is significant opportunity to expand and diversify the school's enrollment pipeline. The next Director will be tasked with identifying emerging markets, cultivating new feeder relationships, and thoughtfully broadening geographic and demographic reach. This work will require disciplined research, strategic outreach, and careful brand positioning to ensure growth efforts remain authentic to the school's culture and values.

Institute a Robust, Data-Informed Approach to All Aspects of Enrollment Management

Elevating the sophistication of data analysis represents both an opportunity and an imperative. The Director will lead the development of forecasting models, enrollment dashboards, yield analysis, and financial assistance modeling that inform strategic decisions at the leadership level. Building on the work done to date, the Director will help bring research into each stage of the admission funnel to understand market perceptions and family experience, which then will inform new strategic efforts to increase market outreach, conversion rates, and enrollment.



Modernize Systems and Processes to Ensure Best-in-Class Operations

Operational excellence will be essential to sustaining long-term enrollment strength. The next Director will assess current systems, technology platforms, workflows, and communication processes to ensure they are efficient, integrated, and family-centered. Modernizing systems may require thoughtful change management, investment in technology, and clear training to elevate the admissions experience while improving internal effectiveness.

Elevate Roles and Responsibilities Within the Admissions Office to Meet Strategic Goals

As enrollment strategy becomes increasingly complex, there is an opportunity to clarify and elevate roles within the admissions team and to create a more unified PS-12 approach to the work with shared goals and accountability. The Director will define clear ownership of recruitment, retention, data analysis, and family engagement functions while fostering professional growth and accountability. This will require strong leadership, mentoring, and an ability to align individual strengths with institutional priorities. The talents of the enrollment team are many and the team brings a collectively impressive number of years of service at Catlin Gabel. Drawing on their experience and talents as a springboard to collaboratively design new and dynamic approaches to the work of enrollment management at Catlin Gabel will be critical.

Partner with the Director of Marketing and Communications to Design and Implement a Strategic Marketing and Communications Strategy

Enrollment success is inseparable from brand clarity and market visibility. The Director will collaborate closely with the Director of Marketing and Communications to craft a cohesive marketing and communications strategy that speaks effectively to prospective families across all age groups and demographic segments. This partnership will require alignment on messaging, digital strategy, storytelling, and market positioning to ensure the school's distinctive value proposition is communicated consistently and compellingly.



\$6M

financial aid
awarded



26%

students receiving
aid



\$45.8M

endowment



\$32M

annual operating
budget



45+

honors classes



67 acres

campus size

QUALIFICATIONS & PERSONAL ATTRIBUTES

The ideal candidate will be a seasoned and proven leader with deep experience in all aspects of enrollment, marketing, and admissions. Catlin Gabel 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.
- Demonstrated success leading comprehensive enrollment management and financial assistance strategy in an independent school or college/university with a minimum of 5 years of senior leadership experience.
- Deep expertise in enrollment forecasting, net tuition revenue modeling, and financial assistance optimization.
- Strategic thinker and creative problem-solver with ability to see the big picture.
- Self-starter who experiments, innovates, and drives change through collaboration and vision, balancing urgency with culture.
- Financial acumen and comfort managing budgets and resource allocation.
- Commitment to working in and fostering an inclusive community and demonstrated high EQ in working with families of all backgrounds.
- Passionate about being present on campus and in the lives of students.
- Superior interpersonal, organizational, leadership, communication, and managerial skills.
- Ability to work collaboratively with other school community members.
- Skilled manager and strong team-builder who enjoys identifying and developing talent and consistently creates high-functioning teams and a welcoming atmosphere within the department.
- Operational excellence in managing admissions systems, CRM platforms, and enrollment workflows.
- Facile with the use of data to make strategic enrollment management decisions and to create effective board reports.
- Ability to manage multiple complex tasks, meet tight deadlines, and adapt to changing demands.
- Experience with enrollment management in a K-12 environment is desired but not required.

LEARN MORE

- [School Website](#)
- [Values and Philosophy](#)
- [Equity and Inclusion](#)
- [Strategic Priorities](#)
- [School Profile](#)
- [About Portland, Oregon](#)





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 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:

CHARLOTTE BROWNLEE

Consultant

charlotte.brownlee@carneysandoe.com

BILL LEAHY

Consultant

Enrollment Management Search & Consulting Practice Leader

bill.leahy@carneysandoe.com

The full-time equivalent hiring range for this position is \$160,000 - \$180,000, commensurate with experience. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.



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