



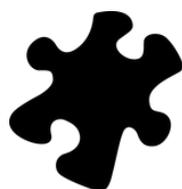
ST. MARK'S SCHOOL

ASSISTANT HEAD OF SCHOOL FOR STRATEGIC ENROLLMENT

Start Date: July 2026 or July 2027

St. Mark's School

Southborough, Massachusetts | stmarksschool.org



Carney
Sandoe
& ASSOCIATES

MISSION STATEMENT

St. Mark's School educates young people for lives of leadership and service. Founded in 1865 as an intentionally small residential community, the School challenges its students to develop their particular analytic and creative capabilities by both inspiring their academic and spiritual curiosity and kindling their passion for discovery. We value cooperation over self-interest, and we encourage all members of our community to explore their place in the larger world beyond our campus.

At a Glance



1865
established



372
total enrollment



17
countries represented



84
total faculty



73%
faculty with
advanced degrees



6:1
student-faculty ratio



OVERVIEW

St. Mark's School is a mission-driven boarding and day school shaped by intellectual curiosity, grounded character, and a deeply relational community. Students are authentic, resilient, and fully engaged in the life of the School. Faculty bring energy and care to their work, cultivating an environment where rigorous academics, meaningful traditions, competitive athletics, creative expression, and spiritual life intersect. Distinctive academic fellowships, experiential travel opportunities, and a chapel program centered on reflection and community enrich a student experience that is both challenging and profoundly human. Rooted in a strong sense of place and belonging, the School balances tradition with a thoughtful commitment to growth and evolution.

Founded in 1865, St. Mark's School has long been a respected presence in independent school education. Established in the Episcopal tradition, the School has remained committed to educating the whole person, intellectually, morally, and spiritually, while adapting to the changing needs of students and families across generations. Over time, the school has cultivated a loyal and engaged alumni community and a reputation for developing graduates who lead lives of purpose and integrity.

St. Mark's seeks an Assistant Head of School for Strategic Enrollment to begin in July 2026 or 2027. While a July 2026 start is preferred, the School will prioritize securing the right leader over timeline. The position reports to the Head of School and serves on the senior leadership team. Reporting to the Head of School and serving on the senior leadership team, the Assistant Head will shape and advance a comprehensive, mission-aligned enrollment strategy for the School's next chapter. This leader will oversee the Enrollment Office, partner across departments, and develop a data-informed, multiyear strategic enrollment plan integrating recruitment, retention, financial aid strategy, and market positioning. The role is central to aligning enrollment goals with institutional priorities and ensuring long-term financial sustainability.



OPPORTUNITIES AND CHALLENGES

Lead the development and execution of a comprehensive Strategic Enrollment Management

Action Plan: The Assistant Head of School for Strategic Enrollment will design and implement a clear, data-informed, and actionable multiyear enrollment strategy aligned with St. Mark's mission and financial model, and responsive to the School's current strategic planning process and evolving vision for its size and composition. This plan will integrate recruitment, retention, financial aid strategy, net tuition revenue goals, market positioning, and brand messaging. St. Mark's seeks a leader who can build a sustainable, forward-looking framework with defined benchmarks, dashboards, and accountability measures that guide institutional decision-making.

Expand and diversify the domestic boarding pipeline: A central priority for St. Mark's is to increase domestic boarding enrollment, particularly by expanding recruitment beyond the Greater Boston and Massachusetts area. The Assistant Head will assess current markets, identify areas of growth, strengthen strategic partnerships with feeder schools and consultants, and articulate a compelling case for the value of the St. Mark's boarding experience. Success will require both strategic vision and hands-on execution in a competitive national landscape.



Lead a thoughtful evolution of the Enrollment Office to meet the School's next chapter: St. Mark's benefits from an experienced and deeply committed enrollment team whose dedication to the School and its students is evident in their long tenure and institutional knowledge. As the School looks ahead, the Assistant Head will build on these strengths, while ensuring structures, workflows, and systems are aligned with emerging strategic priorities. This leader will build on the team's deep institutional knowledge to strengthen collaboration and enhance coordination, advancing St. Mark's long-term enrollment and revenue goals while positioning the office for greater agility and strategic responsiveness.

Align enrollment strategy with institutional leadership and cross-campus collaboration: The Assistant Head will serve as a key member of the senior leadership team, partnering closely with the Head of School, Advancement, Marketing and Communications, and Academics. This role requires a high-level strategic thinker who understands the interconnectedness of enrollment, retention, student experience, and long-term sustainability. The successful candidate will ensure consistent messaging, shared ownership of enrollment goals, and coordinated execution across departments while serving as a confident thought-partner to the Head of School. Working across departments, the Assistant Head will enhance alignment between Admissions and Marketing & Communications and promote clarity and shared accountability in support of attracting and retaining mission-appropriate students.

Balance visionary leadership with operational excellence: While strategic planning is essential, the Assistant Head must also ensure that the daily work of admissions, application review, family engagement, yield strategy, data analysis, and team management remains strong and responsive. The School seeks a leader equally comfortable analyzing market data and managing workflows, who can elevate systems and processes while maintaining a highly personalized experience for prospective families. The ability to think broadly, act decisively, and maintain attention to detail will be critical to success.



\$7M

financial aid
awarded



29%

students receiving
aid



\$171.2M

endowment



\$35.2M

annual operating
budget



210 acres

campus size

QUALIFICATIONS & PERSONAL ATTRIBUTES



Professional Qualifications

- Demonstrated success leading strategic enrollment management initiatives in an independent school, boarding school, college/university, or similarly complex educational environment.
- Experience designing and executing a comprehensive, multiyear strategic enrollment management action plan aligned with institutional mission and financial objectives.
- Strong understanding of boarding school markets, including domestic and international recruitment, yield strategy, and retention practices.
- Proven ability to use data strategically, including enrollment forecasting, market analysis, financial aid modeling, and net tuition revenue planning.
- Experience aligning enrollment strategy with financial aid philosophy and institutional sustainability goals.
- Track record of managing and developing high-performing teams, including clarifying roles, establishing accountability systems, and mentoring staff.
- Demonstrated ability to partner effectively with marketing and communications teams to strengthen brand positioning, messaging, and campaign-based recruitment efforts.
- Experience collaborating with senior leadership and Board of Trustees on enrollment strategy, institutional positioning, and long-term planning.
- Strong operational acumen, including workflow design, dashboard development, and systems implementation.
- Bachelor's degree required; advanced degree preferred.





Personal Attributes & Leadership Characteristics

- Strategic and forward-thinking, with the ability to balance long-term vision and daily operational excellence.
- Confident and courageous, willing to ask hard questions, engage in candid dialogue, and make difficult decisions when necessary.
- Highly relational with strong social intelligence, able to build trust across teams, faculty, staff, families, and senior administrators.
- Collaborative and self-assured, with the judgment to both support and challenge colleagues in pursuit of the School's mission and objectives.
- Data-informed yet people-centered, able to blend analytics with empathy in decision-making.
- An effective manager of adults, skilled at clarifying expectations, strengthening collaboration, and fostering professional growth.
- Adaptable and resilient, comfortable leading through ambiguity during a period of strategic evolution.
- Compelling communicator and storyteller, able to articulate the value of the St. Mark's experience to diverse audiences.
- Mission-aligned, with appreciation for the School's strong traditions and commitment to educating the whole person.

LEARN MORE

- [School Website](#)
- [School History](#)
- [Strategic Plan](#)
- [Community and Equity](#)
- [College Matriculation](#)
- [About Southborough, 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 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:

AMY ROGERS

Consultant

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LISA PARSONS

Consultant

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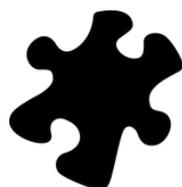
BILL LEAHY

Consultant

Enrollment Management Search & Consulting Practice Leader

bill.leahy@carneysandoe.com

The full-time equivalent salary range for this position is \$160,000-\$225,000. The starting salary is based upon, but not limited to, several factors that include years of experience and expertise.



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