



WILLISTON
NORTHAMPTON SCHOOL

DIRECTOR OF ADMISSION AND FINANCIAL AID

Start Date: July 2026

The Williston Northampton School

Easthampton, Massachusetts | williston.com



**Carney
Sandoe**
& ASSOCIATES

MISSION STATEMENT

The Williston Northampton School inspires students to live with purpose, passion, and integrity.

Williston Northampton School is located in the small, dynamic, and artsy town of Easthampton, just a short walk from restaurants and cafes, a rail-trail bike path, bookstores, and more. The surrounding area, known as the Pioneer Valley, is rich with arts, culture, natural escapes, and the college towns of Northampton and Amherst. Easthampton's diverse community provides a great backdrop and an ideal setting where independent-school students can thrive academically, creatively, and socially, and faculty can be part of a vibrant community.

At a Glance



1841
established



464
total enrollment



38%
students of color



25
countries represented



98
total faculty



76%
faculty with
advanced degrees



7:1
student-faculty ratio



OVERVIEW

Be yourself here.

Williston is a place that lets you be your authentic self. It is a place that welcomes all interests, all passion, and all people—young adults from all over the world, learning and challenging themselves in one Williston. Williston is a place that recognizes and celebrates all students. It is a place that the class of 2025 will forever call their home. - *Jake Smith 2025 commencement speaker*

The Williston Northampton School seeks an experienced, strategic enrollment professional to serve as the Director of Admission and Financial Aid (DAFA) in the school's journey. The DAFA will embody and champion the energy and values of the school, leading an integrated enrollment strategy that attracts mission aligned families, cultivates a dynamic, thoughtful, and diverse student body while supporting the long-term financial sustainability of the institution. This leader will tell Williston's story—its rigorous academics, unique signature programs, exemplary athletics, vibrant arts, strong college advising, and welcoming campus and community—through compelling storytelling, data-driven recruitment, and deepened partnerships both on and off campus that capitalize on the school's considerable strengths and networks.

A mix of personalized attention and expansive opportunity is what distinguishes the Williston Northampton experience. Nothing is more important than how we treat each other.” Williston combines the grounding in its local presence—its middle school providing local students an early entry into its personalized comprehensive programming—with students from across the country and around the world—who broaden their understanding and exposure of multiple perspectives. The resulting community creates a dynamic opportunity for students and adults to engage in deep learning about themselves and the world around them.



OPPORTUNITIES AND CHALLENGES

Team Leadership and Organizational Growth: Williston benefits from an experienced and deeply committed admissions team whose dedication to the School and its students is evident in their long tenure and involvement in the full Williston community as coaches, dorm staff, program advisors and visible presences on campus. As the School looks ahead, the DAFA will build on these strengths, while ensuring that structures, workflows, and systems are fully aligned with emerging strategic priorities.

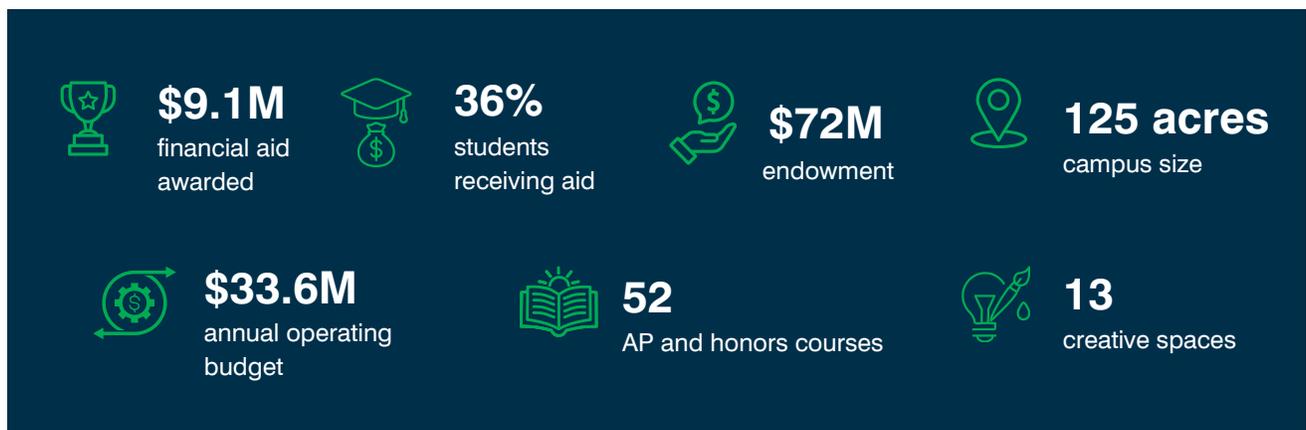
Data, Systems, and Strategic Impact: In partnership with the Dean of Enrollment Management, the DAFA will lead a thoughtful assessment of enrollment systems supporting marketing, recruitment, selection, financial aid, and project management to ensure maximum impact and efficiency. The DAFA will build data fluency across the team—providing the tools and knowledge for staff to work confidently with technology, analyze performance, and execute strategies guided by data-informed metrics.





Crafting a Compelling Enrollment Narrative: The DAFA will collaborate closely with the Dean of Enrollment Management and Director of Communications to align all admission messaging and branding across print, digital, inbound, video and social platforms. This includes working closely with the Communications team and an outside digital marketing firm to create authentic, persona-based messaging that resonates with prospective families. The DAFA will continue to support and fine tune a comprehensive marketing and engagement strategy that builds meaningful connections with families from inquiry through enrollment, while preparing and supporting all admission team members to represent Williston.

Balance visionary leadership with operational excellence: While long-range strategic planning is essential in this role, the DAFA must also ensure that the daily work of admissions, application review, family engagement, yield strategy, data analysis, admission communications, and team management remains strong, timely, and responsive.



QUALIFICATIONS & PERSONAL ATTRIBUTES

The ideal candidate will be a highly seasoned and proven admissions leader with deep experience in all aspects of enrollment, admission, and financial aid. They will reflect the excellence that is modeled by students and adults at WNH, channeling it into the exciting evolution of the Williston program. The ability to think broadly and act decisively without losing sight of detail will be critical to success.



The Director of Admission and Financial Aid will:

- Lead the Admissions team in attracting, evaluating, and selecting a diverse and appropriately talented student body.
- Skillfully translate Williston’s mission, curriculum, and educational philosophy to a clear, distinct value proposition that holds appeal to a range of audiences, including rising 6th grade students considering middle school, international students, those looking at a post-grad year to further hone their college readiness, prospective families, and more. This proposition must align with the overall mission for current families, and the broader community.
- Utilize their capacity to think and act locally, globally, and strategically with respect to enrollment challenges, and able to anticipate opportunities that lie ahead.
- Apply their strong analytical skills, including the ability to make meaning from data, identify trends, and arrive at sharp and substantiated insights.
- Demonstrate their excellent communication skills, including writing and public speaking skills, and the ability to prepare and approve a wide variety of materials for widespread distribution and connection.
- Capitalize on their experience developing data systems to support the full enrollment cycle, including yield analysis, financial aid decisions and retention efforts.
- Play an integral role in all aspects of admission marketing, from overall strategy to detailed feedback on all materials used to attract families. Work closely with our outside digital marketing firm.
- Model a management approach focused on providing direct reports with clear direction, consistent support, and ongoing opportunities for growth.
- Hold and exhibit a learning orientation and the ability to gather information from multiple sources to build a clear understanding of the School's history, identity, and market position.
- Generate excitement for the potential that change and growth can offer, while managing the process with appreciation for history and attention to pacing that allows for people to build skill and understanding of new ways of functioning.



Professional Qualifications

- Demonstrated success leading strategic enrollment management initiatives in an independent school, boarding school, college/university, or similarly complex educational environment.
- Strong understanding of boarding school markets, including domestic and international recruitment, yield strategy, and retention practices.
- Experience aligning enrollment strategy with financial aid philosophy and institutional sustainability goals.
- Demonstrated ability to partner effectively with marketing and communications teams to strengthen brand positioning, messaging, and campaign-based recruitment efforts.
- Experience managing the specific dynamics of athletics and other specialty interest recruiting.
- Strong operational acumen, including workflow design, dashboard development, systems implementation, project management, and effective delegation.
- Exceptional interpersonal and relational leadership skills and the ability to communicate with inspiration and clarity across a wide range of audiences.
- 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.
- A commitment to confidentiality and good judgment on sensitive matters.



Personal Attributes & Leadership Characteristics

- Desire to be a part of a strong boarding school community, appreciating the opportunity to know and be known by students and colleagues.
- Sense of humor combined with gravitas – able to be both approachable and commanding respect.
- A proven ability to understand complex processes, generate compelling materials, and connect with people.
- A growth mindset that can see and nurture potential strengths.
- 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.
- Deeply organized, with the ability to create systems that also keep others organized.
- Excitement in rolling up their sleeves and jumping in to be a part of the magic of boarding school life.
- The curiosity, confidence, and humility to advocate for new ideas, invite disagreement, and welcome feedback, engaging in challenging conversations with grace.

LEARN MORE

- [School Website](#)
- [Why Williston](#)
- [School History](#)
- [School Values](#)
- [Strategic Plan](#)
- [Diversity, Equity, Inclusion, and Belonging](#)
- [School Profile](#)
- [About Easthampton, Massachusetts](#)





TO APPLY

Interested and qualified candidates are invited to contact Lisa Parsons or Heather Flewelling in confidence. Candidates should submit the following materials as **separate PDF** documents.

- A cover letter expressing their interest in and alignment with this position
- A current and thorough résumé which identifies examples of both responsibilities and accomplishments

As the process moves forward, selected candidates may be asked to submit:

- 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)

LISA PARSONS

Consultant

lisa.parsons@carneysandoe.com

HEATHER FLEWELLING

Consultant

heather.flewelling@carneysandoe.com



Carney
Sandoe
& ASSOCIATES