American School of Bombay

DIRECTOR OF ENROLLMENT MANAGEMENT

Start Date: July 2027

Mumbai, India

American School of Bombay | asbindia.org

Carney Sandoe & ASSOCIATES

MISSION STATEMENT

We inspire all of our students to continuous inquiry, empowering them with the skills, courage, optimism, and integrity to pursue their dreams and enhance the lives of others.

At a Glance

1981
founded

570
total enrollment

35+
student nationalities

88
total faculty

66%
faculty with advanced degrees

6:1
student-faculty ratio

OVERVIEW

One of the preeminent international schools in India, The American School of Bombay (ASB) is a strong values-driven community with a reputation for excellence and innovation. Offering a rigorous American and IB curriculum to a diverse, globally minded student body, ASB combines quality teaching and learning with a culture defined by care, connection, and inclusion.

The school seeks an outstanding and experienced enrollment professional to elevate the school's enrollment management practice and oversee the recruitment, admission, and retention of students. The new Director will serve as a strategic thought partner with the head of school as they together design and implement a strategic enrollment plan. This is an exciting opportunity to build the school's enrollment, capitalizing on its many strengths and articulating its compelling value proposition in an increasingly competitive market and rapidly evolving international education landscape.

The Director of Enrollment Management role is newly created and will play a key role in strengthening ASB's profile, creating sustainable enrollment growth, and ensuring the school's distinctiveness is clearly communicated to current and prospective families. This opportunity calls for a visible, relational leader and experienced manager who can inspire prospective families and staff, partner effectively with colleagues, and thrive at the heart of a diverse and highly engaged community.

The American School of Bombay is a pre-kindergarten to grade 12 non-profit day school. The school is a fully recognized IB World School using the IB PYP and DP frameworks and is accredited by the Middle States Association. ASB graduates earn an American-style high school diploma, and over 90% also pursue and successfully earn the rigorous International Baccalaureate Diploma. The school actively embraces its mission to “inspire all of our students to continuous inquiry, empowering them with the skills, courage, optimism, and integrity to pursue their dreams and enhance the lives of others,” with students actively engaged in a range of academic, co-curricular, leadership, and service experiences.

Throughout its 45-year history, ASB has been known globally for being an innovative and future-focused organization. The school approaches teaching and learning through a holistic lens, providing students with a variety of opportunities to thrive within and beyond the classroom. Walk into the American School of Bombay in the middle of a busy school day, and you will see in the faces of the students an eagerness to learn – from their teachers, from one another, and from the world around them. ASB is dedicated to the development of each child: from the school's youngest early childhood learners to adolescent high schoolers, the nurturing learning environment fosters curiosity and resiliency. Across all year groups, students routinely demonstrate strong academic achievement in mathematics, reading, and writing as well as show skills and competencies of leadership, critical thinking, and social engagement. ASB graduates have had noteworthy results, matriculating to a range of the top colleges and universities in the United States, Canada, the United Kingdom, and Europe. The school's alumni span the globe, remaining engaged with the current community and providing a supportive network for future educational and professional opportunities.

MUMBAI, INDIA

Mumbai, formerly Bombay, the capital of the Indian state of Maharashtra, is the largest city in India. The city forms the world's fourth largest urban area in the world with approximately 19 million people. Mumbai has a deep natural harbor and its port handles over half of India's maritime cargo. Mumbai is considered the commercial and entertainment center of India, generating 5% of India's GDP and accounting for 25% of industrial output, 40% of maritime trade, and 70% of capital transactions in India's economy. Mumbai is home to the corporate headquarters of many Indian companies and numerous multinational corporations. The city also houses India's Hindi film and television industry. Mumbai's business opportunities, its recent construction boom, as well as its potential to offer a better standard of living, attract people from all over India and, in turn, make the city a fascinating and exhilarating epicenter of many ethnicities, religions and cultures.

India's largest city, and one of the world's most densely populated urban areas, Mumbai is also one of the most literate (at 86%, it is higher than the national average). India's leaders understand the important opportunity they have, as a poorer country, to focus on education. ASB expects to continue to make an important contribution to that history.

Mumbai's unique mix of cultures results from the settlement of people of various communities from India as well as from its seaside location. The city also attracts multiple nationalities because of the (growing number of) business opportunities available in the area. The calendar is peppered with the many colorful festivals of its diverse citizenry - from the fireworks and beautiful lights of Diwali to the crazy colors and playful water fights of Holi; from the solemn days of Ramadan to the joy of Christmas, Mumbai celebrates it all. At the same time, Mumbai's challenges parallel major urbanization problems seen in many fast-growing cities in developing countries: poverty and unemployment, public health challenges and poor civic and educational standards for sections of the population. Life there has been described as fabulous and exciting - exceedingly interesting but complex. Those who move to Mumbai need to accept it all. This opportunity will be significantly life and career enhancing, but is not for someone who seeks a predictable lifestyle.

THE ROLE

The new Director of Enrollment Management will lead a small team, partnering with communications, business, and the head of school to develop and implement strategies to engage more families, corporate partners, and the diplomatic corps to boost enrollment. Experience with financial aid models will allow the DEM to create an effective financial aid structure for the ASB market. In addition, the school will benefit from an enrollment management approach that will ensure both stable as well as increased enrollment.

The ideal candidate will bring strong enrollment experience, ideally in comparable markets and locations, alongside cultural agility and a sound understanding of the finances that drive and inform an institutional approach to enrollment management. The Director of Enrollment Management will be an effective communicator with the warmth, presence, and credibility to build trust and create excitement across the school community while articulating ASB's mission, values, and ambitions with clarity and conviction. Deep alignment with ASB's values and a commitment to excellence, inclusion, and belonging are essential.

$14.3M
endowment/reserves

$24.2M
annual operating budget

286,000sf
campus size
over two campuses (PreK-5 & 6-12)

LEARN MORE

- School Website
- School History
- Vision and Values
- ASB Impact Report
- IB Diploma
- School Profile

Compensation

ASB pays very competitively for this region of the world and its (low) cost of living, and also provides housing and, if desired, 100% tuition remission. Admin salary range USD $93,000-$132,000. Relocation, medical, retirement, lunch and annual flights home are part of the package. ASB pays Indian income tax on school earnings. ASB employees have an Indian Provident Fund retirement program and an End-of-Service Gratuity payment.

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 and thorough résumé of no more than 4 pages;
- A statement of leadership practice in enrollment management;
- 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:

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