



ASSISTANT HEAD OF SCHOOL FOR STRATEGIC ENROLLMENT

Start Date: July 2027

New Hampton School

New Hampton, New Hampshire | newhampton.org



Carney
Sandoe
& ASSOCIATES

MISSION STATEMENT

New Hampton School cultivates lifelong learners who will serve as active global citizens.

At a Glance



1821
established



310
enrollment



17.8%
students of color



65
total faculty



68%
faculty with
advanced degrees



5:1
student-faculty ratio



OVERVIEW

Located in the foothills of the White Mountains, 30 miles north of Concord, New Hampshire, New Hampton School is a co-educational boarding school serving approximately 310 students from across the United States and more than 30 countries. Committed to developing global citizens, New Hampton challenges students to think deeply, explore with curiosity, and bring their talents and identities to every conversation. Its distinctive academic program includes the International Baccalaureate Diploma Programme, diplomas with distinction in the Arts and Entrepreneurial Studies, and a comprehensive Academic Support Program.

At an important moment in its evolution, New Hampton seeks an innovative, strategic, and entrepreneurial enrollment leader to serve as Assistant Head of School for Strategic Enrollment. As a member of the senior leadership team and a close partner to the Head of School, the Assistant Head will shape and lead a comprehensive approach to enrollment that advances the School's mission, strengthens its financial sustainability, and positions New Hampton for its next chapter.

Reporting to the Head of School, the Assistant Head will provide institutional leadership across recruitment, admission, enrollment, re-enrollment, and retention. The role is responsible for setting and achieving enrollment goals, developing informed forecasts, and deploying financial aid strategically to attract and retain mission-appropriate students while supporting the School's long-term priorities.

Leading the enrollment team, including the Director of Admission, the Assistant Head will work across the institution with the Business Office, Marketing and Communications, Trustees, and the Administrative Team to connect enrollment priorities with academic and co-curricular programs, financial objectives, and the student experience. As a visible ambassador for New Hampton, the Assistant Head will also strengthen the School's reputation, relationships, and reach in key domestic and international markets.





Meet New Head of School David Perfield

David Perfield P'29 became New Hampton School's 24th Head of School in July 2026, bringing nearly 25 years of experience in independent schools and a longstanding connection to New Hampton. He began his career at the School as a teacher, coach, dorm parent, and advisor, later working in admission and advancement before taking on leadership roles at Cardigan Mountain School and Oldfields School. He returned to New Hampton in 2022 as Assistant Head of School. David is known for his collaborative, relationship-focused approach and his deep understanding of the School and its community. His appointment marks an important moment for New Hampton as it looks to build on its strengths and plan for the future.

Leadership Expectations

The Assistant Head for Strategic Enrollment is a strategic, collaborative, and highly visible institutional leader who combines data-informed strategic leadership with exceptional relationship-building skills and strong decision-making. The position requires sound judgment, financial acumen, a deep understanding of independent school enrollment, and the ability to translate institutional priorities into measurable and sustainable enrollment outcomes. The Assistant Head leads through partnership, establishes clear accountability, and builds a culture in which admission, financial aid, enrollment, retention, and the student experience are understood as interconnected components of New Hampton's long-term success.



PRIMARY RESPONSIBILITIES

Strategic Enrollment Leadership

- Develop, articulate, and evaluate annually a comprehensive, data-informed enrollment strategy that attracts, yields, enrolls, re-enrolls, and retains mission-appropriate students.
- Establish annual enrollment and compositional goals and produce annual enrollment forecasts in partnership with the Head of School and Board of Trustees, balancing institutional priorities, financial sustainability, student composition, and programmatic needs.
- Monitor enrollment trends, market conditions, demographic shifts, funnel performance, yield, retention, and re-enrollment, translating data into operational and strategic recommendations and action.
- Ensure enrollment strategy supports the School's academic, athletic, artistic, residential, and co-curricular programs.

Enrollment & Financial Strategy

- Partner with the Head of School and Chief Financial and Operating Officer to develop and monitor net tuition revenue goals and enrollment projections.
- Provide strategic leadership for the use of financial aid resources to advance enrollment, revenue, diversity, and institutional priorities.
- Participate in tuition and financial aid planning and recommend strategies that balance access, competitiveness, enrollment objectives, and financial sustainability.
- Oversee the annual re-enrollment strategy and process for returning students and families, coordinating with the Business and Technology offices, and other campus partners to ensure an efficient and effective experience.





Admission & Enrollment Operations

- Provide strategic direction and accountability for the Admission Office while empowering and entrusting the Director of Admission to lead the day-to-day operation of the admission program.
- Establish clear enrollment priorities, markets, goals, and performance expectations for the Admission Office.
- In partnership with the Director of Admission, develop a comprehensive strategy on recruitment, yield, admission events, application strategy, financial aid, and enrollment decisions.
- Ensure a seamless experience from prospective student and family engagement through enrollment, orientation, re-enrollment, and retention.

Market Development & Global Engagement

- Expand New Hampton's visibility and reach in priority domestic and international markets through strategic travel, events, partnerships, and external engagement.
- Develop relationships with educational consultants, feeder schools, international partners, alumni, parents, and other constituencies that strengthen the School's enrollment pipeline and reputation.
- Partner with Marketing and Communications to ensure enrollment priorities, market insights, and prospective-family needs inform broader institutional marketing and communications strategies, while maintaining clear ownership of the School's institutional brand within Marketing and Communications.

Retention & Student Success

- Lead institutional enrollment and re-enrollment strategy in partnership with Academic, Student Life, Residential Life, Athletics & Co-Curriculars, Counseling, Academic Support, and other campus leadership partners.
- Monitor retention trends and identify opportunities to strengthen student persistence, family engagement, and the transition from admission to successful enrollment and continued participation in the New Hampton community.
- Serve as a strategic partner to the School's retention and student-support efforts while recognizing that student experience and retention are shared institutional responsibilities.

Board & Institutional Leadership

- Serve as the Head of School's senior strategic enrollment management advisor and provide regular, clear, and data-informed enrollment updates to the Administrative Team and Board of Trustees.
- Partner with the Admission & Advancement Board Committee and Finance Committee on enrollment strategy, admission trends, financial aid, re-enrollment, and long-term enrollment sustainability.
- Serve as an active member of the Administrative Team and contribute to institutional strategy, planning, and decision-making.
- Represent New Hampton School as a senior spokesperson and ambassador with prospective families, alumni, educational partners, trustees, and the broader independent school community.

QUALIFICATIONS



- Bachelor's degree (master's degree preferred).
- A minimum of five years of admission and financial aid experience, preferably in secondary boarding schools or higher education.
- Demonstrated leadership and/or management experience.
- Superior written and verbal communication skills, with the ability to communicate clearly and effectively across a wide range of audiences and settings.
- Strong strategic thinking and planning skills, with the ability to anticipate needs, establish priorities, and translate goals into effective action.
- Demonstrated experience with and commitment to building inclusive, welcoming working environments.
- Proven track record of success in recruitment, with the ability to travel both domestically and internationally to develop markets and advance enrollment goals.
- Ability to collaborate exceedingly well, to be reflective, and to creatively solve problems.



\$6M

financial aid awarded



48%

students receiving aid



\$48M

endowment



\$20M

annual operating budget



49

IB courses offered



340 acres

campus size



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Sandoe**
& ASSOCIATES

LEARN MORE

- [School Website](#)
- [Core Values](#)
- [Recent Strategic Plan](#)
- [Equity and Inclusion](#)
- [College Matriculation](#)





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;
- Contact information for 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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