



DIRECTOR / ASSISTANT HEAD FOR ENROLLMENT MANAGEMENT

Start Date: July 2027

St. Anne's Belfield School

Charlottesville, Virginia | stannesbelfield.org



**Carney
Sandoe**
& ASSOCIATES

MISSION STATEMENT

"We wish our students to become strong in body, broad of mind, tender of heart, responsive in soul."

– Mary Hyde DuVal, Founding Headmistress

At a Glance



1910
established



964
total enrollment



20%
students of color



11 states; **12** countries
boarding students



116
total faculty



72%
faculty with
advanced degrees



OVERVIEW

Founded in 1910, St. Anne's-Belfield School is a coeducational day (age 2 - Grade 12) and boarding (Grades 9-12) school in Charlottesville, Virginia, serving 964 students across four divisions and two campuses. The School offers a nurturing and challenging academic community that fosters children's natural curiosity and love of learning. Expert and caring faculty prepare students to become engaged citizens and visionary leaders. In the Upper School, a boarding program that serves approximately 65 international and domestic boarding students complements and enhances the local day student population. The School's location—across the street from the University of Virginia—provides access to all the intellectual and cultural resources of one of the country's most appealing college towns. Students, parents/guardians, and colleagues describe a community where students connect across divisions and grades, where there is a place for everyone, and where you can feel the mission lived out in the students.





While the School today has no religious affiliation and welcomes families of all beliefs and backgrounds, elements of its Episcopal roots may still be felt in its tight-knit community. St. Anne's-Belfield continues to gather in regular chapel services centered around a speaker's personal story or lesson, hold students to high standards through a deeply ingrained honor code, and foster the School's core values of integrity, creativity, curiosity, agency, diversity, and impact. The School's Portrait of a Graduate serves as a framework for the future of its students. Community members describe a genuinely ambitious school ("You can't stay here and not grow.") that offers all the programs and support one would find in a larger city.

Reporting directly to Head of School Autumn A. Graves, who joined the school in 2020, the Assistant Head of School for Enrollment Management serves as the School's strategic leader for admission and financial aid, providing vision and oversight across all four divisions and leading a team of six professionals. The Assistant Head for Enrollment Management is responsible for recruitment, admission, re-enrollment, retention, and tuition assistance, as well as enrollment research, analytics, and forecasting. In partnership with the business office, the Assistant Head administers the financial aid program, including tuition remission and an endowed fund for wraparound aid. As a member of the Senior Administrative Leadership Team (SALT), the Assistant Head attends Board of Trustees meetings, participates in strategic planning, leads admission committees, and works closely with other senior leaders, including the Chief Strategic Communications Officer, Chief Advancement Officer, Assistant Head of School for Academics, Chief Financial and Operating Officer, Director of Athletics, and division heads. The new Assistant Head will succeed A. Randol "Randie" Benedict, a highly respected enrollment professional who has built strong teams and systems that led to the highest enrollment in School history. The ideal candidate will be ambitious and determined, enterprising and imaginative, confident and caring, and creative in their approach to complex challenges and emerging opportunities. This is a rare opportunity for a relational, data-savvy enrollment leader to help shape the future of a school with considerable momentum.

OPPORTUNITIES AND CHALLENGES

The next Assistant Head of School for Enrollment Management will inherit strong systems and a growth-oriented team and will be asked to carry the School's enrollment work forward in a complex and competitive landscape. The opportunities and challenges awaiting this leader include:

Mastering a 17-Grade, Day and Boarding Enrollment Landscape. Enrollment at St. Anne's-Belfield is complex. It spans 17 grades, from age 2 through Grade 12, across day and boarding programs and two campuses. Typical expansion years include the Twos, Kindergarten, and Grades 5, 6, 9, and 10. The next Assistant Head must understand the complexities of a multi-division school and give particular care to early childhood admission, which is the School's most critical entry point.

Continuing to Strengthen the School's Position in a Crowded Market. Charlottesville and Albemarle County support some 28 private schools. The largest and most established independent school in the region, St. Anne's-Belfield competes with specialty and religious private schools, strong public schools, and boarding schools across the country. The competitive landscape is particularly complex for Middle School families, with several local private schools that serve only middle schoolers and a recent change to area public middle schools that now begin in sixth grade instead of fifth grade. Opportunities include increasing brand awareness and expanding local outreach and regional recruitment.

Stewarding Financial Aid and Net Tuition Revenue. Financial aid is central to this role. The Assistant Head oversees the whole-school tuition assistance program (\$9.5M including tuition remission) and manages the committee that awards aid to new and returning families consistent with net tuition revenue goals approved by the Board. The strongest candidates will bring deep financial aid expertise, a strong partnership with the business office, and the judgment to attract and retain a talented, diverse student body while consistently meeting revenue goals.

Retaining Families Across Every Transition. The Assistant Head will guide the work of the School's Retention Committees, strengthen the transition processes already built between divisions, and improve communication with families about next steps and timelines, continuing to support families through key transitions, particularly from eighth to ninth grade, when some families weigh boarding school and public options. As one member of the community put it, "I see our academic and inclusive excellence work as integral to our admission and retention work."



Defining and Diversifying the Boarding Program. The Upper School boarding program has consistently met its enrollment targets. Even so, there is an opportunity to establish a stronger identity for the boarding school program, even as the school continues to diversify the boarding student body, which now represents 12 countries and 11 states. Working with the Director of Upper School Admission and the Director of Residential Life, the Assistant Head will develop an annual international recruiting strategy and help articulate a distinctive boarding identity.

Building a School-wide Culture of Enrollment. The School seeks an Assistant Head who will continue to engage the full school in enrollment work as partners. Faculty are already welcoming and engaged. They serve on admission committees; Kindergarten faculty test all rising Junior Kindergarten and Kindergarten students and applicants; and Early Childhood Program faculty helped design admission assessment rubrics. Student ambassadors in all divisions greet and guide visiting families. The next step includes deeper alignment with Communications and Advancement on shared messaging and coordination.

Using Data and Design to Elevate the Family Experience. All recruitment at St. Anne's-Belfield is one-to-one, and the School delivers a defined set of “must-air” facts with every prospective family. The Assistant Head will build on this attention and care by finding new ways to personalize the experience, celebrate admitted students, and design for the family’s experience at every step. The role also calls for significant data fluency. That means leading research, analytics, and forecasting; producing annual studies of attrition, interest, and financial aid; and drawing creatively on technology systems including Veracross (student information system) and Clarity (financial aid system).

Leading a Team Through Change. The enrollment team has worked hard to build its systems, structures, and standards, and it will feel the transition in leadership. The next Assistant Head must sustain those standards with steadiness and backbone while coaching and developing a team of growing professionals. The role also sits within an evolving senior leadership structure; the Assistant Head for Enrollment Management will serve as a close partner to the Head of School and will work with both new and long-tenured senior leaders who enjoy strong, collaborative relationships.



\$9.5M
financial aid
awarded



\$94M
endowment



\$30.6M
annual operating
budget



55 acres
(2 campuses)
campus size



51
athletic teams



20
AP classes

QUALIFICATIONS AND PERSONAL ATTRIBUTES



Professional Qualifications

This role provides tremendous opportunities for growth and development for an exceptional independent school leader. Competitive candidates will possess most or all of the following qualifications and attributes:

- Experience as a senior enrollment officer in an independent school, college, or university, preferably including experience working with students and families across multiple ages and stages of development;
- A bias for action, entrepreneurial lens, and competitive spirit;
- Deep understanding of current enrollment, admission, and marketing trends and best practices and the vision to develop new and emerging strategies and practices;
- Excellent public speaking and written communication skills for a range of audiences;
- Deep expertise in financial aid, including need-based allocation, discount rate management, and net tuition revenue, and the ability to lead the School's tuition assistance program with confidence;
- Data fluency and technical facility: the ability to pull, analyze, and interpret enrollment data and turn it into strategy, along with proficiency in admission and enrollment technology;
- Skill as a strategic and analytical thinker;
- Comfort in directing, evaluating, and supporting a team of admission professionals;
- Excitement to participate in various aspects of campus life in an effort to build a deep understanding of the school and to help establish meaningful relationships with students, parents/guardians, and colleagues; and
- A strong professional network and the respect of peers in the enrollment management field.



Personal Attributes

The School seeks a leader with:

- A deep commitment to the value of independent school education, inclusive excellence, and the qualities espoused in the school's Portrait of a Graduate;
- A relational, supportive style and the skill to hold difficult conversations with families with considerable care;
- Steadiness and calm paired with a bias for action and the confidence to serve as a true thought partner to the Head of School and other senior leaders;
- Superior organizational skills and exceptional attention to detail;
- Integrity, sound judgment, discretion, and the ability to balance multiple perspectives;
- High emotional intelligence, strong cultural competency, a sense of humor, and a demonstrated belief in the value of a diverse and multicultural community; and
- An inspiring, collaborative leadership style that builds trust and consensus and brings communities together.

LEARN MORE

- [School Website](#)
- [School History](#)
- [Portrait of a Graduate](#)
- [School Profile](#)
- [About Charlottesville, Virginia](#)





TO APPLY

Interested and qualified candidates are invited to contact the consultants in confidence and to apply by submitting the following materials as separate PDF documents:

- A cover letter expressing interest in this position
- A current résumé

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

- Writing samples specific to this search
- 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)

MARSHA LITTLE

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The full-time salary range for this position is \$175-225K. The starting salary is based upon, but not limited to, several factors which include years of experience, education background, and expertise. In addition to other benefits, employees of St. Anne's-Belfield receive 75% tuition remission (day student) for their admitted children, not including the 2 year old program. As a member of the boarding school team, the Assistant Head serves Sunday duty once per month (approximately 3:30 - 10:30 p.m.) and is provided with a house within walking distance of campus.



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