BERNARD ZELL
ANSHE EMET DAY SCHOOL

Director of Enrollment
Chicago, IL
July 2027 (or sooner)

Bernard Zell Anshe Emet Day School is an independent Jewish day school located in the Lakeview neighborhood of Chicago, Illinois, serving 370 children from age 3 (Nursery) through 8th grade. Bernard Zell's mission is "To develop exceptional young people who put Jewish values into action," and our vision is "A Jewish community that thrives in Chicago, and a Chicago that thrives because of its Jewish community." Bernard Zell's curriculum is fueled by Jewish values, giving students an education that is both academically excellent and deeply purposeful, propelling the school to stand among Chicago's top independent schools.



Bernard Zell brings its mission to life through five core values rooted in both ancient and modern Jewish wisdom: Celebrate Jewish Identity, Cultivate Community, Inspire Curiosity, Live with Integrity & Compassion, and Lead the Way. Because Jewish learning and values are woven into every subject and every school day, students grow into intellectually curious, compassionate, and confident young people. The educational program integrates critical and creative thinking, independent learning, and a thorough knowledge and embrace of Jewish practices, beliefs, and values. From play-based Early Childhood learning, to the fundamentals and self-discovery of the Lower School, to the social, emotional and academic growth of Middle School, each year's curriculum at Bernard Zell builds intentionally on the last, giving students a strong academic base, sharp thinking skills, and a firm sense of self. Graduates leave ready to excel and lead with purpose in Chicago's leading high schools and beyond.

Location

Chicago offers an appealing blend of big-city energy and Midwestern charm among strong neighborhood communities. Known for its stunning architecture, vibrant cultural scene, world-class museums, diverse dining, professional sports, and beautiful Lake Michigan waterfront, the city provides an exceptional quality of life. Its many distinct neighborhoods offer a variety of residential experiences, from lively urban settings to quieter communities. With an extensive network of parks, excellent public transportation, and a rich array of educational, recreational, and cultural opportunities, Chicago is an attractive city for families and individuals alike. The campus location in the Lakeview area, about 5 miles north of downtown Chicago, offers a vibrant residential neighborhood known for its family-friendly atmosphere, walkability, and strong sense

of community. Also noted for its cultural and entertainment attractions, including Wrigley Field, home of the Chicago Cubs, as well as the shops and restaurants along Broadway, Belmont, and Southport Avenue, Lakeview sits along Lake Michigan at the north end of Lincoln Park.

Position Description



The Director of Enrollment reports to the Head of School and serves as a member of the school's Core Leadership Team and Advancement Leadership Team. A strong strategic thinker, the Director leads Bernard Zell's comprehensive recruitment, admissions, and retention strategy, using data, market insight, and best practices to set enrollment goals and shape the school's long-term direction. The Director pairs this strategic vision with hands-on leadership of the day-to-day operation of the Office of Enrollment.

As an authentic and compelling ambassador for the school, the Director builds strong relationships with prospective and current families, faculty, and the broader community. The Director advances the school and its programs in collaboration with senior colleagues in academics, auxiliary programs, communications, development and alumni relations, and finance. This role is directly involved in all matters pertaining to the recruitment and retention of students and also supports the outreach and marketing of the school.

The Director finds genuine joy in the life of an independent Jewish day school: the energy of children learning and growing, the warmth of families discovering a community, and the privilege of helping each new student find a home at Bernard Zell. The Director brings that enthusiasm to every tour, conversation, and event, so that prospective families feel the spirit of the school community from their very first visit.

Essential Duties and Responsibilities

Leadership and Strategy

- Develop and implement a comprehensive recruitment, admissions, and retention strategy to meet Bernard Zell's enrollment goals.
- Analyze admissions and retention data and research best practices in the field to maximize enrollment outcomes.
- Review and recommend strategies for using Tuition Assistance and other tuition reduction programs to support enrollment goals.
- Lead the Board Enrollment Committee, working with lay leaders to further develop strategic enrollment efforts.
- Serve on the Advancement Leadership Team, partnering with the Associate Head of School for Advancement, Director of Development, and Director of Marketing and Communications to guide Bernard Zell's comprehensive advancement efforts internally and externally.

- Engage with other school leaders to ensure programming meets the needs and interests of today's students and families.
- Maintain accurate enrollment statistics and generate reports for leadership and the Board on admissions trends and projections.
- Manage the enrollment budget effectively.



Recruitment and Admissions

- Serve as the primary point of contact for prospective families, guiding them through the inquiry, tour, application, and enrollment process with warmth and professionalism.
- Lead the enrollment team in managing application files, communications, and data tracking through the school's enrollment management system.
- Oversee admissions events such as open houses, tours, student visit days, and parent information sessions.
- Collaborate with the Head of School and division leaders to assess student fit and make admissions decisions.
- Partner with the Marketing team to design and implement admissions and marketing materials and outreach strategies that attract mission-fit families.
- Cultivate relationships with feeder schools, community organizations, and parent ambassadors to promote the school's visibility and reputation.
- Implement strategies for appropriately involving and energizing Bernard Zell's faculty, parents, and students in recruitment, admissions, and retention efforts.

Re-enrollment and Retention

- Work directly with the Director of Finance to manage and oversee the annual re-enrollment process, including contract distribution, deadlines, and collection of enrollment deposits, ensuring a smooth and financially sound transition to the new school year.
- Regularly review and analyze data that identifies students who are struggling and may be at risk of withdrawing or being counseled out.
- Lead the retention committee, in collaboration with administrators, designing and implementing the school's overall retention strategy, including opportunities for parent feedback throughout the year.
- Onboard new families through thoughtfully designed events that demonstrate Bernard Zell's core values and partnership expectations.
- Monitor, analyze, and report on annual retention and attrition data, using insights to adjust admissions and retention strategies.

Team Leadership and Community Partnerships

- Directly supervise and mentor the Enrollment Manager, delegating tasks, fostering professional growth, and building a collaborative, goal-oriented team.

- Continually develop a parent ambassador program in partnership with the Parent-Teacher Committee.
- Partner with faculty, division heads, and the Head of School on committees and initiatives to ensure the admissions process aligns with the school's academic and Jewish life priorities.
- Other duties as assigned in support of the greater school community.



The school is seeking an enrollment leader with a minimum of 5 years of experience in admissions, enrollment management, or related nonprofit or for-profit role, including supervisory experience. The director is the chief ambassador for the school, developing its enrollment and tuition assistance strategies, employing data for forecasting and decisions. The ideal candidate should have experience with independent school admissions, membership, program execution, and ideally early childhood education. The director supervises an enrollment manager and the 7th and 8th grades students who assist with tours.

Preferred Knowledge, Skills, and Abilities:

- Excellent verbal and written communication skills with the ability to interact with multiple constituencies
- Comfort and facility with public speaking and presenting in front of large groups
- Strong analytical skills and experience using data to inform strategy and decision-making
- Demonstrated ability to lead, develop, and motivate a team
- Strong customer service ethic and exceptional judgment
- Experience in developing outreach programs
- Results-oriented and able to effectively prioritize work in a dynamic environment
- Extremely detail-oriented with a strong attention to follow-through
- Knowledge of Jewish community, culture, heritage, and traditions
- Facility with software applications, including enrollment management systems
- Ability to travel throughout the Chicago community





Carney Sandoe & Associates

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Salary range is $110,000 to $160,000 depending on experience, plus full benefits package.

To Apply

Interested and qualified candidates will ultimately submit the following materials, as *separate PDF documents*:

- A cover letter expressing interest in this particular position;
- A current and thorough resume with all dates included (no more than 4 pages);
- A list of five professional references with the name, relationship, phone number, and email address of each person *(references will not be contacted without the candidate's permission and not before a mutual interest has clearly been established).*

To: Ben Bolte (bbolte@carneysandoe.com) and Quentin Doggett (quentin.doggett@carneysandoe.com). Please do not contact the school directly.



Bernard Zell Anshe Emet Day School has a long-standing policy of equal employment opportunity for every person regardless of age, race, color, disability, marital status, gender, sexual orientation, national origin, ancestry or citizenship. The school recruits, hires and promotes individuals without regard to these characteristics, and all staffing decisions are based solely on the qualifications of each individual and the legitimate educational needs of our students.

Bernard Zell does not discriminate in working conditions, physical facilities or any other terms, conditions or privileges of employment, including transfer, compensation, training, promotion, demotion or separation based on age, race, color, disability, marital status, gender, sexual orientation, national origin, ancestry or citizenship. The school seeks to provide a work environment that is free from discrimination, intimidation and harassment based on any of these characteristics.

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