Director of Enrollment Management
Concordia International School Hanoi
Hanoi, Vietnam
July 2027

Concordia International School of Hanoi is a private international school offering an American-style education to students from preschool through grade 12. The school provides a rigorous, student-centered learning environment that emphasizes academic excellence, critical thinking, creativity, collaboration, and personal development. With a diverse international community, experienced educators, and modern learning facilities, Concordia is committed to fostering an inclusive and supportive educational environment that prepares students for success in higher education and as responsible global citizens.

Founded on over 150 years of educational tradition, and in family with sister schools, Hong Kong International School and Concordia International School Shanghai, Concordia Hanoi has been serving the Hanoi community and transforming lives since 2011.

At Concordia, students, teachers, and parents are dedicated to academics, creativity, and service in a caring and engaging community of learners discovering their talents as scholars, artists, and athletes. Concordia seeks to be a well-connected relational community that strives to be the premier international school for students and families in Southeast Asia.

Location

Hanoi, the capital of Vietnam, is one of Southeast Asia's most culturally rich and historically significant cities. Located in northern Vietnam, Hanoi is known for its blend of traditional Vietnamese heritage, French colonial architecture, vibrant street life, and modern urban development. The city features historic landmarks, scenic lakes, traditional markets, museums, and a renowned culinary scene that reflects the country's diverse cultural influences.

Hanoi is also an important hub for education, business, and international cooperation. The city has a growing international community, with expatriate families, international schools, and

multinational organizations contributing to its cosmopolitan atmosphere. Despite its rapid development, Hanoi maintains a strong connection to its cultural traditions and local identity, offering a distinctive balance of history, community, and contemporary living. With its rich cultural heritage, welcoming communities, and expanding international presence, Hanoi provides a dynamic environment for both professional opportunities and personal growth.

Position Description

The Director of Enrollment Management is a member of the School Leadership Team and is responsible for developing and implementing strategies to attract, enroll, and retain students who align with the school's mission, vision, and values. This role oversees the full enrollment cycle - from prospect inquiry through graduation - ensuring a positive and personalized experience for students and their families. The Director collaborates with school leadership, faculty, and marketing to maintain healthy enrollment, strengthen retention rates, and support the school's long-term sustainability. As the school continues to grow, it desires to move from an admissions model to a strategic enrollment management approach, requiring successful enrollment experience in a competitive market with enhanced retention practices.

General Expectations

As a school grounded in the Christian faith, Concordia prioritizes candidates who are practicing Christians committed to engaging thoughtfully with questions of faith and spirituality. Successful candidates will demonstrate respect for diverse perspectives and a willingness to participate in meaningful conversations about faith and its role in our school community. Concordia Hanoi is committed to the safety of its community and students and is proud to be a school where child protection is a top priority. Successful candidates will be subject to background and child protection checks, satisfactory references, and proof of qualifications and identity.

<u>Qualifications</u>

- Bachelor's degree required in a related field; advanced degree preferred.
- Minimum 3-5 years of leadership experience in enrollment management, admissions, or related field (international school experience preferred).
- Exceptional interpersonal and communication and team-building skills, with a student-centered, service-oriented mindset.
- Proven ability to develop and execute strategic plans.
- Strong data analysis, forecasting, and enrollment management software skills.
- Ability to work flexible hours, including occasional evenings and weekends.
- Prior experience working in Southeast Asia/Vietnam is highly desirable.

Key Responsibilities

Admissions & Recruitment

- Develop and implement a strategic enrollment plan aligned with school goals.
- Manage all aspects of the admissions process: inquiry, tours, applications, testing, interviews, and offers.
- Coordinate and host open houses, information sessions, and school tours.
- Maintain accurate, up-to-date admissions data and analytics to inform decision-making.
- Collaborate with the Marcom team to create materials and campaigns that highlight the school's programs and strengths.
- Cultivate relationships with feeder schools, educational consultants, and community organizations.

Retention & Engagement

- Lead initiatives and Retention Team, designed to promote and enhance student retention.
- Partner with divisional leaders to address student concerns and improve the school experience.
- Track and analyze retention data; develop strategies to support at-risk families.
- Organize welcome programs, transition events, and community-building activities for new families.

Data & Reporting

- Maintain enrollment dashboards and projections for leadership and board reporting.
- Monitor local and global enrollment trends to proactively adapt strategies.
- Manage the admissions database for accuracy and efficiency.

Leadership & Collaboration

- Supervise admissions team members and volunteers.
- Work closely with the Head of School, academic leadership, and finance to align enrollment with capacity and budget goals.
- Represent the school at community events, education fairs, and networking opportunities.
- Plan and manage all aspects of new family/student orientation.

Core Competencies

- Strategic thinking and problem-solving.
- Relationship building and stakeholder engagement.
- Experience managing Customer Relationship Management (CRM) systems
- Cultural competency and sensitivity in a diverse school environment.
- Organizational skills with keen attention to detail.
- Enthusiasm for education and the school's mission.
- Building and managing lead generation and digital marketing campaigns.

Compensation is based on the very modest cost of living in Vietnam, and the published range is 80-100K US with taxes covered, housing, relocation, and annual home flights (salary is exempt from US federal income up to 133K)

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.

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