DIRECTOR OF ENROLLMENT MANAGEMENT

Start Date: August 1, 2027; an earlier start may be considered

ABOUT THE SCHOOL

Kennedy International School is a private international school in Midtown Manhattan offering a rigorous, multilingual education from preschool through 12th grade. Founded in 1964, Kennedy combines the strengths of French, American, and international educational approaches within a diverse and highly international community.

The School offers French-English and Japanese-English bilingual programs in preschool, a French-English bilingual pathway through 10th grade, and the International Baccalaureate Diploma Program in 11th and 12th grade. Small class sizes and individualized instruction allow faculty to know students well and support their academic, linguistic, and personal development.

Across its two Manhattan campuses, Kennedy prepares students to become confident, curious, and internationally minded learners who are comfortable navigating different languages and cultures.

POSITION OVERVIEW

Kennedy International School is seeking an experienced and strategic Director of Enrollment Management to lead all aspects of admissions, enrollment, and retention.

This is an important leadership position with significant opportunity to shape the School's enrollment strategy and strengthen its admissions operation. The successful candidate will bring fresh perspective, strong leadership, and a data-informed approach to building enrollment and supporting the School's continued growth.

The Director reports directly to the Head of School and works closely with the School's leadership, academic teams, and Marketing and Communications.

KEY RESPONSIBILITIES

- Develop and execute a comprehensive enrollment strategy aligned with the School's enrollment and financial goals.
- Lead the entire admissions process, from inquiry through enrollment, ensuring a highly responsive and professional experience for prospective families.
- Strengthen admissions practices and workflows through the effective use of Finalsite EMS.

- Use enrollment data and market information to forecast enrollment, evaluate performance, and inform strategy.
- Develop strategies to increase applicant volume, conversion, yield, and student retention.
- Partner closely with Marketing and Communications on positioning, recruitment campaigns, events, lead generation, and the use of Finalsite CMS.
- Oversee the financial aid process in partnership with the Head of School and Director of Finance, using Clarity.
- Work with the Head of School on tuition strategy, financial aid, enrollment projections, and related strategic decisions.
- Represent Kennedy effectively with prospective families and within the broader New York City and international education communities.

QUALIFICATIONS

- Significant experience in admissions or enrollment management, preferably within an independent or international school.
- Demonstrated success in developing and executing enrollment strategies.
- Strong analytical skills and experience using enrollment data and forecasting to inform decision-making.
- Excellent organizational, managerial, communication, and interpersonal skills.
- Strong knowledge of the New York City private school landscape and admissions environment.
- Proficiency in French is a plus.

EMPLOYMENT DETAILS

Reports to: Head of School
Status: Full-time, Exempt
Salary Range: $145,000–$165,000 annually

BENEFITS

We offer a competitive package for full-time employees which includes:

- Medical (80% of premium covered by employer), dental and vision plans
- FSA, Commuter Benefits and 401K benefits
- 50% of tuition remission for dependent children
- Vacation time and sick days in accordance with company and New York State laws
- New York State Short Term Disability

EQUAL EMPLOYMENT OPPORTUNITY

Kennedy International School is an equal opportunity employer and does not discriminate on the basis of race, color, religion, creed, sex, pregnancy, national origin, age, disability, marital or partnership status, sexual orientation, gender identity or expression, military status, genetic information, or any other characteristic protected by applicable federal, state, or local law.
Actual compensation will be determined based on factors including experience, qualifications, skills, and internal equity.
This job description is intended to describe the general nature and level of work performed and is not an exhaustive list of all responsibilities, duties, or qualifications required. Responsibilities may be modified based on the needs of the School.

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