



SHORE COUNTRY DAY SCHOOL

POSITION OPENING: Director of Enrollment Management
SHORE COUNTRY DAY SCHOOL (Beverly, MA)

Start date: ASAP

Status: Full Time, Exempt, On-campus

Reports to: Head of School

To Apply:

Using PDF format, please send a resumé and a cover letter describing how you meet the below criteria to opportunities@shoreschool.org.

Job Summary:

Shore Country Day School seeks a motivated and strategic leader to serve as its Director of Enrollment Management. Reporting to the Head of School, the Director of Enrollment Management is responsible for the School's enrollment in grades Pre-K through 9, and will ensure an admissions and enrollment experience grounded in equity and inclusion best practices. The Director oversees student recruitment and retention, as well as all enrollment functions of the school, and understands the elementary and middle school environment. The Director collaborates closely with senior administrators, directors, faculty, and staff in support of the school's enrollment goals and overall strategic plan and objectives. This position works closely with Shore families and volunteers, and supervises the Assistant Director of Enrollment Management.

In living out our [Equity and Inclusion Commitment](#), we encourage candidates of all backgrounds, abilities, and lived experiences to apply, including candidates of color, candidates who are members of the LGBTQ+ community, neurodivergent candidates, multilingual candidates, and other candidates from historically underrepresented communities.

Key Objectives:

Admissions and Enrollment Management

- Oversee the enrollment process, including: recruitment of new students and retention of current students; enrollment of mission-appropriate students of diverse backgrounds; achievement of enrollment goals set by the Board of Trustees
- Lead the school's campus-wide enrollment efforts by partnering with colleagues to ensure successful student and family transitions, appropriate student assessment, coordination of Admissions Committee, and by building strong relationships between students, families, and employees
- Provide strong leadership for the enrollment management team through support, accountability, professional development and fiscal administration
- Collaborate closely with colleagues to drive prospective family interest, generate affinity, retain current families, and inspire engagement
- Engage students and families in each step of the admissions and enrollment process, ensuring excellent and individualized communication and experiences, including interviews and tours
- Serve as a spokesperson and represent Shore effectively at recruitment and school events, functions and meetings; in communications with prospective families; in print and digital media; to the public; and within admission and enrollment manager networks
- Oversee the collection, maintenance, and analysis of school statistical data (admissions pipeline, demographics, etc.) and regional/national independent school trend data related to

- admissions and enrollment; ensure enrollment strategies and decisions are data informed, and that changes and challenges in trends are anticipated, understood, and addressed
- Support the development and implementation of marketing and recruitment strategies in partnership with the Director of Marketing and Communications
- Develop and maintain strategic relationships with feeder schools and programs, consultants, counselors, and placement organizations
- Serve as a member of the school's financial aid committee
- Design and implement admission and enrollment events (open houses, family/student visits, assessments, new student and family events, etc.) that demonstrate best practice in equity, inclusion, and belonging
- Design programs and recruit volunteer partners to welcome, engage, and support families
- Serve as an integral community member and participate fully in daily life at Shore
- Other duties as assigned

Skills and Competencies:

- Commitment to the mission and values of Shore Country Day School, including the Community Code and Equity and Inclusion Commitment
- Strong relationship-building, communications (written and verbal), strategic, analytical, and organizational skills
- Proficiency in the school's Blackbaud K - 12 student enrollment management and admission system and database, as well as other tools and technologies utilized in recruitment and enrollment
- Capacity for strategic, data-driven planning
- Exceptional attention to detail and follow-through, as well as an ability to balance competing priorities while meeting deadlines
- Team player with a sense of humor and a proven ability to work in collaboration within cross-functional partnerships
- Ability to independently manage multiple projects simultaneously in a fast-paced environment
- Ability to work some evenings and weekends

Qualifications:

- Required: Bachelor's degree and 5+ years of admissions and/or enrollment management experience, or equivalent
- Understanding of and familiarity with the elementary and middle school environment

Selected Benefits

Workplace:

Shore Country Day School (Boston Metropolitan area) is a Pre-K - Grade 9 independent day school serving students of all social identities. Our commitment to anti-racist and culturally responsive teaching, staff, and administrative practices are the privilege and responsibility of every member of the Shore Community. All employees are supported through mentoring, significant professional development opportunities, and a culture of intentionality for individual belonging and innovation.

- *Employment page with [Videos](#) of Shore teachers and students.*

Equal Opportunity Employer Statement

Shore Country Day School provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.