



Opportunity Statement



Santa Catalina School

Director of Enrollment Management Search

July 1, 2024

Santa Catalina School

Monterey, California

PK-8 Co-Ed Day, 9-12 All Girls Boarding/Day



Lead Consultant
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School Overview

Santa Catalina School is a vibrant, independent, Catholic school offering student-centered co-education to PreK through grade 8 and an all-girls' boarding and day college preparatory upper school serving grades 9 through 12. Santa Catalina exists to develop in each student a striving for excellence, a maturing awareness of moral and spiritual values, a sense of responsible purpose, and a determination to serve the world with courage, grace, and compassion. With the cornerstones of excellence, spirituality, service, and responsibility, the school is committed to providing a supportive learning community for each student to grow in their intellectual, personal, and spiritual life, making Santa Catalina a transformational educational experience for its students.



Mission Statement

Santa Catalina School exists to develop in each student a striving for excellence, a maturing awareness of moral and spiritual values, a sense of responsible purpose, and a determination to serve the world with courage, grace, and compassion.

The Position

Santa Catalina School, a nationally recognized PreK-12 independent, Catholic school in Monterey, California, seeks an experienced and strategic-minded enrollment and admission professional to serve as the school's Director of Enrollment Management. This position provides an exceptional opportunity to build on a robust admission history while bringing an all-school admission and enrollment lens to student and family management and engagement. Reporting directly to the Head of School, the Director of Enrollment Management is a member of the Leadership Team. The Lower and Middle School Admission Director, Upper School Admission Director, and Director of Financial Aid report to the Director of Enrollment Management.

Description:

The Director of Enrollment Management (Director) provides oversight and is responsible for creating, leading, and managing a comprehensive enrollment program that incorporates best practices in recruitment, admissions, enrollment, retention, institutional research, tuition, and financial aid. The Director reports to and works closely with the Head of School to establish and clearly articulate an ambitious vision for enrollment management. The enrollment program will be built upon quantitative analysis, strategic decision-making, and an ethos of continuous improvement while fostering a culture that emphasizes strong personal relationships, high-touch customer service, communication and transparency, entrepreneurship, flexibility, and collaboration. Expectations include maximizing the exposure, visibility, demand for, and understanding of the school with both internal and external audiences; maintaining capacity enrollment of mission-appropriate students; providing access through financial aid programs; establishing strategic direction, goals, policy, work plans, workflow, and budget; overseeing the admission teams; and ensuring effective attainment of enrollment management goals.

Santa Catalina School believes that each employee makes a significant contribution to its success. That contribution should not be limited by the assigned responsibilities. Therefore, this position description is designed to outline primary duties, qualifications, and job scope, but not limit the incumbent nor the organization to just the work identified. It is our expectation that each employee will offer his/her services wherever and whenever necessary to ensure the success of our endeavors.

The Position

Key responsibilities:

- Cultivate and lead an enrollment management team composed of all admissions and enrollment-related employees. Foster a positive, collaborative, innovative, fun team culture committed to working together to accomplish enrollment management goals. Develop a strong sense of teamwork, equity, and investment in the mission across all functional areas and establish an environment of mentoring and support.
- Oversee all aspects of admission and financial aid operations including the development, implementation, and execution of a multi-year and annual comprehensive strategic enrollment plan with appropriate goals and strategies to achieve enrollment, retention, and revenue targets.
- Collaborate with key stakeholders to create a school culture that understands and values enrollment management. Establish close working relationships with the Head of School, senior administrative team, faculty, trustees, parents association, and others to engage in conversations about enrollment priorities, shifting demographics, recruitment, financial aid allocation, retention, branding, and the trade-offs and priorities that inform and shape enrollment programs.
- Provide strategic oversight of the financial aid program including establishing goals, policies, and procedures. Annually review financial aid policies and their efficacy.
- Partner with the Director of Marketing and Communications and Head of School to develop and analyze enrollment and marketing metrics to make informed decisions about short- and long-range enrollment goals, and co-create and implement integrated and effective marketing and communications strategies and tactics for the recruitment and retention of students to optimize enrollment opportunities.
- Ensure the integrity of the enrollment process to provide a positive experience for all applicant families; fair and ethical assessment procedures; transparent admission decisions; and the enrollment of students and families that are consistent with the school's mission and values.
- Oversee institutional research areas related to enrollment management including recruitment and admissions. Assess the effectiveness of the student experience and family satisfaction to inform retention strategies and the school's value proposition in the marketplace. Collect and analyze data about student success factors and alumnae/i outcomes.
- Provide counsel to the Head of School on school-wide strategic initiatives. Serve on the senior leadership team.

The Profile of the next Director of Enrollment Management

The ideal candidate will possess the following competencies and should be able to respond to them in their cover letter:

Proven Success in Enrollment Management

Boarding School Enrollment Management Experience

Drive & Ambition

Marketing Acumen

Team Player & Collaborator

Fierce Advocate for All-Girls Education

Energetic, Passionate & Committed

A Connector

Creative & Innovative

Effective Listener & Communicator

Relationship Builder

A Problem Solver

Customer-Service Oriented

Highly Relational

Organized & Efficient

Experience with International Student Recruitment, Required

Commitment to the Mission & Identity of Santa Catalina School

To Apply

Application Deadline: May 15, 2024

Please note that strong candidates may be considered before the application deadline.

Candidates should send a current resume, cover letter specific to this opportunity statement, and a list of five professional references to:

Tim Viands
President, IndySchool Consultancy
tim@indyschoolconsultancy.com

For more information, contact Tim Viands at tim@indyschoolconsultancy.com

Compensation & Benefits

The salary and benefits for the Director of Enrollment Management will be competitive and commensurate with experience.

On-campus housing may be available.



**For inquiries,
contact us.**

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