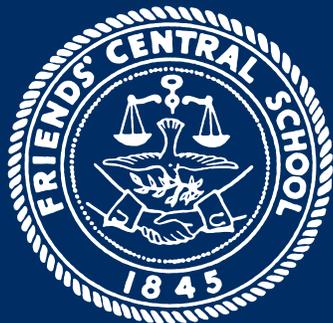




# Director of Enrollment Management

Start date: July, 2019



FRIENDS'  
CENTRAL  
SCHOOL

Lower School Campus (Nursery-Grade 5) • 228 Old Gulph Road • Wynnewood, PA 19096  
City Avenue Campus (Grades 6-12) • 1101 City Avenue • Wynnewood, PA 19096

**Educating for Excellence Since 1845 • [friendscentral.org](http://friendscentral.org)**

## Friends' Central School Overview

Friends' Central School is an independent, coeducational Quaker day school founded in 1845 and serving approximately 800 students in Nursery through grade 12. Located in the Philadelphia suburbs, the School has two campuses. The Middle & Upper Schools are located just outside of West Philadelphia in Wynnewood, and the Lower School is on our Old Gulph Road campus in the heart of Wynnewood.

The exceptional faculty at Friends' Central offers a curriculum that is both intellectual and thoughtful, cultivating the intellectual, spiritual, and ethical growth of our students. Our pedagogy is grounded in continuing revelation, reflection, integrity, and a willingness to accept responsibility. From Nursery through grade 12, our students participate in a process designed to foster creative, critical, and flexible thinking, along with compassion. As they transform from playful children to skilled, self-possessed teenagers, they are always intellectually curious and engaged thinkers. Friends' Central prepares graduates to succeed in college and in life.

*Friends' Central seeks candidates with a commitment to fostering an inclusive learning community who will address issues of diversity and enhance the Philosophy of Inclusivity and Awareness articulated in our [Diversity Statement](#).*



**Mission:** We cultivate the intellectual, spiritual, and ethical promise of our students

**Vision:** To awaken courage and intellect – and peacefully transform the world

## Director of Enrollment Management

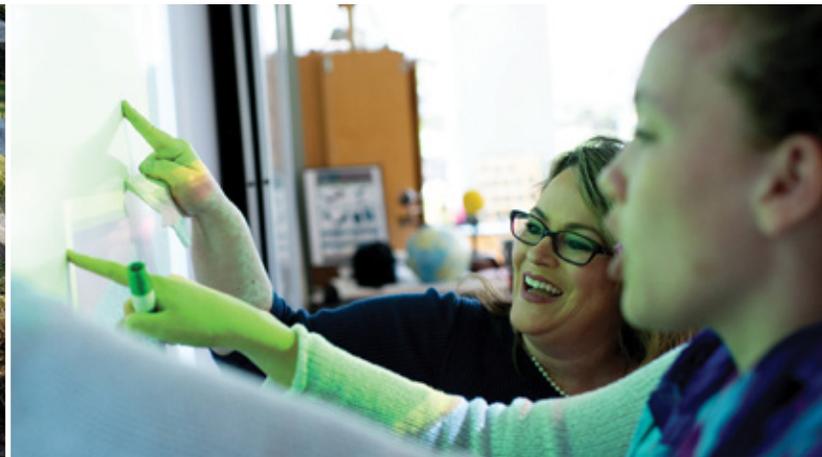
Reporting to the Head of School, the Director of Enrollment Management (DEM) at Friends' Central is a member of the Senior Administrative Team ("Core") and is responsible for leading the strategic and operational components of enrollment, developing the research necessary to inform decision-making, as well as the oversight of student recruitment, financial aid, and enrollment efforts. The DEM leads enrollment management discussions and manages the Admission Office's full and part-time staff (presently at nine).

An essential part of the School's recruitment and enrollment of students, the DEM oversees the administration of the Admission and financial aid budgets, all re-enrollment efforts, constituent volunteer efforts, and all recruitment, enrollment and matriculation efforts, up to welcoming new families to school in August/September. Working closely with the School's Divisional Principals, Chief Financial Officer, and the Marketing and Communication Offices, the DEM guides the processes that support the School's enrollment and reenrollment efforts.

The DEM plays a vital role in the Friends' Central community and will be expected to create an enrollment management infrastructure, starting with the existing strengths of the Admission Office, along with providing initiative and leadership in the facilitation of an enrollment management mindset. The DEM will conduct research and implement strategies to ensure that the School achieves the enrollment goals set by the Board of Trustees and Head of School.

### Duties and Responsibilities:

- Provides leadership in enrollment management, which includes admission, marketing, and recruitment and directs the process of attracting, enrolling and retaining students at Friends' Central.



- Sets annual enrollment and admission goals, in accordance with the School's mission to promote essential elements of diversity in the student body, based on enrollment goals set by the Board of Trustees and Head of School.
- Leads the newly created Enrollment Management Committee.
- Organizes and administers the School's financial aid program and budget in conjunction with the Chief Financial Officer.
- Manages new student enrollment and assists with the reenrollment of current students by co-chairing the Retention Committee with key academic leaders and working in close connection with the Principals, Finance Office, and the Head of the School.
- Understands and informs the Core Administration Team, Admission staff, and community about research, demographics, and other relevant enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Develops and implements strategic marketing ideas designed to enhance enrollment, in collaboration with the Director of Strategic Initiatives.
- Develops an annual Admission and Enrollment Action Plan with goals and objectives.
- Ensures the internal constituents understand and embrace a customer service orientation intended for all families from the prospective to enrolled phases.
- Attends Board of Trustee meetings when appropriate, is involved in strategic planning, and keeps the Board fully apprised of the School's admission & financial endeavors.
- Maintains statistical and trend data related to admission and enrollment. Presents statistical and trend information to Senior Staff, Board of Trustees, and faculty.
- Manages an Admission and Financial Aid staff of nine across both campuses.
- Directs Friends' Central's outreach recruitment plan.
- Oversees the management and creation of all admission publications and communications – including the School's view book and other print materials – and directs the Admission Office's portion of the website.
- Works closely with the Advancement Office in coordinating the Admission Office volunteer network.
- Works closely with the Principals on retention-related issues and student life.
- Provides training and professional development opportunities for Admission staff.
- Participates as an active member of the Senior Administrative Team ("Core").
- Oversees all on-campus visitation programs – including interviews, yield events and spring accepted student programs.
- Directs the entire application review process, and assigns reading and committee assignments to associates in the office, faculty, and staff.
- Represents the School at public events, on and off campus, which include domestic and international outreach.
- Works closely with the Director of Support Services and the Coordinator for International Student Education and Programs.
- Maintains and encourages relationships with feeder schools, counselors, and consultants.
- Maintains and enhances the School's good standing in relevant professional organizations.

- Is an integral leader for the school community and participates fully in daily community life of the school.
- Extends oneself beyond the responsibilities of a job description when the need arises.
- Assists Head of School with all other duties as assigned.

**Job Specifications:**

- Bachelor's degree required, Masters degree preferred
- Minimum seven years of senior admission/enrollment management experience
- Strong commitment to Nursery-12 education
- Superior communication skills, both written and spoken
- Superior interpersonal, organizational, and managerial skills
- High energy, flexibility, warmth, and sense of humor
- Experience in a Friends school preferred; comfort with Quaker testimonies essential

*This 12-month position includes four weeks vacation.*

Interested candidates should send a resume, cover letter and statement of educational philosophy to Christine Baker, President of The Baker Group, at [cbaker@thebakergrp.com](mailto:cbaker@thebakergrp.com).

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