



THE **WHITE MOUNTAIN** SCHOOL

POSITION ANNOUNCEMENT DIRECTOR OF ENROLLMENT MANAGEMENT



The White Mountain School seeks a Director of Enrollment Management to begin duties on July 1, 2021. This is an incredibly exciting time to be working at The White Mountain School. Because of our size, small-town location and our courageous, compassionate culture, we know we will emerge from Covid stronger than ever before. Throughout the pandemic, reckoning on race, and political unrest, what has remained

core to our culture and identity is this: we take seriously the idea that education must be driven by student inquiry, inquiry that extends beyond the classroom to the dorms, the playing fields and to the mountains. We anchor learning in topics that are relevant-- to students and the world -- and then create space for students to drive their own learning by their own questions. Most importantly, we know real learning and belonging can only happen when all students and faculty are seen, valued and engaged. We are an independent boarding and day school serving students in grades 9–12 and a postgraduate year. We are looking for a leader to build upon the School’s outstanding reputation and strong admission and enrollment management program, and who can implement strategies and practices to ensure that the School achieves both enrollment and revenue goals, set annually and in partnership with the Head of School and Board of Trustees.

WHO ARE YOU?

You are an experienced educator with an understanding of progressive education- or someone with a willingness to learn. In fact, it is your willingness to learn that extends to all you do. You have excellent communication and public relations skills, both written and spoken. You are facile with data, comfortable thinking strategically, and possess strong interpersonal,



organizational, and managerial skills. You have a high level of energy, creativity, flexibility, and a sense of humor and have outstanding judgment and maturity. You have the ability to lead and execute and have a proven ability to work with colleagues and stakeholders at all levels. You possess a minimum of five- years' experience in admission and financial, and/or communications marketing, in an independent school or college, or in the non-profit sector, which must include prior leadership experience. In addition, you have a demonstrated commitment to a 9-12 independent, boarding school education. You also must possess a bachelor's degree and preferably a master's degree too. You love challenges, thrive in collaborative environments, and balance the gravity and joy of working in a boarding school. You seek a deeply relational and intentionally small community where you will be encouraged and supported to bring your full self to all aspects of your work.

WHAT WOULD I DO?

Reporting to the Head of School and serving on the senior leadership team, you will provide input on all school-wide decisions. You will lead a personalized admission and enrollment process, and play a vital role in the school community, expanding the community's understanding of enrollment management through implementation of positive engagement, recruitment, and retention practices. You will provide input to drive decisions in support of new marketing, academic, and student life programs and develop productive partnerships with internal school-wide departments and key external referral sources (parents, alumnae, consultants, etc.) to achieve annual enrollment goals and implement growth strategies to meet future enrollment targets. In addition, you will...

- Lead the enrollment management process of attracting, enrolling, and retaining a diverse, mission-appropriate student body; develop and implement a data-driven, market-sensitive, goal-oriented enrollment plan to reach targeted regional, national, and international audiences for grades 9–12 and summer program enrollment.
- Serve on the financial aid committee, and partner with the CFO in implementation of pricing, projections, and financial aid strategies.
- Partner with the Communications Office to develop strategic marketing ideas.
- Create and sustain robust relationships with educational consultants, agents, placement directors, and Secondary School Placement Directors.
- Work in close collaboration with the Director of Development to ensure consistency and alignment in messaging as well as to capitalize on opportunities to co-lead projects and initiatives.



- Formulate annual Admission and Enrollment Action Plans with measurable goals and objectives.
- Steward relationships with on campus partners and develop connections with current and prospective families; engage advancement, alumnae relations, faculty, senior administrators, and the head of school's office as appropriate; develop and execute an all-school enrollment management model.
- Maintain sophisticated data models and statistical information regarding the School's enrollment trends and utilize them in decision-making about enrollment strategy, resource use, and planning efforts.
- Understand and inform the Admission staff and community about research and demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.

And most importantly, you will play a vital role in the White Mountain School community and serve as a model of White Mountain School's culture and core values.

WHO ARE WE?

The White Mountain School is a gender inclusive independent boarding and day school of 140 students in grades 9-12. Since our founding in 1886, we have remained true to our focus on the development of the whole student. Nestled among the beautiful mountains of northern New Hampshire, we make full use of our spectacular setting, using it to inspire humility, awe and a deep connection to the natural world so as to encourage students to become lifelong stewards of the natural world. Through our commitment to competency learning and emergent curricula, as well as through our Episcopal heritage, we tackle topics of social justice and environmental sustainability head on, developing in our students the capacity to be curious, courageous and compassionate community members. We nurture a vibrant and diverse campus-wide ethos of inquiry and engagement in all aspects of learning and living.



HOW DO I APPLY?

Please submit in an electronic file, your resume, a one to two-page cover letter, and names and contact information of three references directed to: Christine H. Baker at: cbaker@thebakergroup.com. Please submit materials by April 26, 2021.

