

# Stuart Hall School

## Assistant Dean of Enrollment Management

Stuart Hall School, an independent Episcopal day and boarding school in Staunton, VA that serves students in grades 6-12, seeks its next Assistant Dean of Enrollment Management.

This is an opportunity for a person with previous enrollment management experience, a passion for promoting the benefits of a boarding school, and a desire to cultivate relationships with current and prospective families to contribute to the pursuit of Stuart Hall's strategic vision. The successful candidate will have a history of success in independent school admissions and retention, an ability to take initiative and bring a creative mindset to enrollment management, and an enthusiasm for being involved in all areas of school life.

### **About the School**

Stuart Hall School is an Episcopal boarding and day school in the Shenandoah Valley of Virginia that provides a college preparatory education for area day students in grades 6-12 and boarding students from around the world in grades 8-12. Founded in 1844, the school is a member of the Episcopal Church Schools in the Diocese of Virginia, is fully accredited by the Virginia Association of Independent Schools, and is a member of the National Association of Independent Schools and the National Association of Episcopal Schools.

With over 130 students, a loyal alumni base, a commitment to mastery-based education, a vibrant community, and dedicated faculty and staff, Stuart Hall is committed to its mission to "prepare students of all faiths for success in universities worldwide and for engaged lives of intellectual curiosity, creativity, and contribution."

The school is located in Staunton, Virginia, a town that often ranks among the best small towns in the United States. In addition to being a great place to live, Staunton is a great place to learn. There are abundant opportunities for students to extend their learning and engage with the community through the school's Staunton Is Our Campus initiative.

### **About the Position**

The Assistant Dean of Enrollment Management reports to the Dean of Enrollment Management and works with other members of Stuart Hall's institutional advancement team to implement the enrollment management plans of the school. The Assistant Dean's responsibilities include:

- Implementing the school's comprehensive vision and plan for recruiting, enrolling, and retaining students in partnership with the Dean of Enrollment Management.
- Developing new programs and initiatives to attract and retain qualified and mission-appropriate students, including expanding into new markets and increasing presence in existing markets.

- Representing the school locally, regionally, and internationally to pursue enrollment goals through attendance at school fairs, visiting individual schools, and meeting educational consultants and placement foundation representatives. Travel on behalf of the school may also include meetings and events with alumni and friends of the school.
- Building relationships with prospective and current students and families, including regular communication and follow-up throughout the enrollment and re-enrollment process.
- Guiding families through the application process, including campus visits, interviews, and submission of supporting materials.
- Establishing and overseeing a student ambassador program to support recruiting and retention.
- Developing meaningful ways for students, faculty, and staff to interact with prospective and current families in support of enrollment and retention goals.
- Planning and implementing on- and off-campus events to support recruitment and retention efforts.
- Serving as the Primary Designated School Official for SEVIS, issuing I-20 forms and maintaining student visa records.
- Supporting international students and their parents on topics related to enrollment, travel, visas, and aspects of school life that have implications for international students and families.
- Participating in the school's residential life program through evening and/or weekend involvement. It is preferred but not required that the Assistant Dean live on campus.
- Participating in school-keeping responsibilities as assigned.
- Contributing to school life in other ways, such as coaching or advising student clubs, depending on school needs and the Assistant Dean's skills and interests.
- Attending all major school events, and connecting with students, faculty, and staff in small and large groups to understand school life and be able to discuss it with constituents.

### **About the Candidates**

Stuart Hall is committed to attracting an applicant pool with diverse backgrounds, experiences, and interests. Being aware that some individuals will not apply for a position unless they have all of the qualifications, this qualifications list has been written to encourage people with a range of experiences and backgrounds to apply.

- Required background and experience: you must have everything on this list
  - Bachelor's Degree
  - Minimum of three years of experience in admissions and enrollment management
  - Experience managing multiple tasks or projects under deadlines
  - Demonstrated cultural competency and a strong commitment to diversity, equity, and inclusion

- Proficiency with common office and productivity software, database or information systems, and social media platforms, and the ability to learn new platforms and applications quickly
- Strong written and oral communication skills
- Additional background and experience: if you have any of the following skills or experiences, you are encouraged to highlight them in your application materials, but please know an absence of any of these will not negatively affect your candidacy
  - Previous experience working in admissions in a small boarding school
  - Professional experiences that can be translated to meet the responsibilities of this position
  - Previous work with high school-age students and their families
  - Experience working with international students and families
  - Demonstrated experience taking initiative and working independently
  - Proficiency in a language other than English; Spanish and Mandarin are especially valuable
  - Critical listening skills
  - Interest and enthusiasm for working with people and advancing the mission of an organization
  - Experience clarifying and marketing a school's brand, including through social media platforms, that resulted in increased engagement
  - An interest in living on campus and being part of the residential life program
  - An interest in being involved in other areas of school life, such as coaching, chaperoning weekend activities, or working with student groups

Interested candidates should email a cover letter, resume, and list of three references to the attention of Michael Robinson, Head of School, at [humanresources@stuart-hall.org](mailto:humanresources@stuart-hall.org). All applications will be confidential. References will not be checked without first notifying the candidate.

Stuart Hall welcomes candidates who have demonstrated a commitment to diversity, equity, and inclusion in their work and their lives, and who will add to the diversity of our community.

Stuart Hall does not discriminate on the basis of race, gender, sexual orientation, or national and ethnic origin in the administration of its hiring practices. The School is committed to providing an inclusive educational environment. We actively engage students, families, faculty, and staff from diverse backgrounds and experiences. Our school community respects the differences in ethnicity, race, religion, sexual orientation, and socioeconomic status.