



Job Description: Director of Enrollment Management and Financial Aid

Executive Summary

Georgetown Day School is seeking a Director of Enrollment Management and Financial Aid to lead the school's short- and long-term efforts to attract, enroll, and retain a diverse body of mission-aligned applicant families. The Director of Enrollment Management and Financial Aid is an integral member of GDS's Leadership Team and works closely with the Head of School and Board of Trustees to provide data-driven insight to inform the school's enrollment goals. The next Director of Enrollment Management and Financial Aid will be joining a thriving institution and will oversee a deeply experienced and high-performing team of six other admissions professionals.

Responsibilities

- Provide leadership in enrollment management, which includes short- and long-term strategic approaches to admission, marketing, financial aid, and recruitment, directing the process of attracting, enrolling and retaining mission appropriate students
- Set annual admission goals in accordance with the school's mission to promote diversity in all its forms, while also supporting key academic, co-curricular, and strategic goals
- Generate and maintain sophisticated data models and statistical information regarding the School's enrollment trends and utilizes them in decision-making about enrollment strategy, resource use, and planning efforts
- Assist the Board of Trustees as needed, including preparing reports and analysis related to budgets and enrollment expectations
- Serve as an enthusiastic, transparent, and mission-centered ambassador who can clearly articulate GDS's mission and distinctions in a competitive market.
- Provide clear vision, supervisory leadership and vision, and strategic mission in supervising the admissions team, driven by shared school goals created in conjunction with the head of school
- Perform typical admissions tasks, including but not limited to interviewing and assessing applicants and their families, facilitating open houses and revisit days, and serving as an ambassador for the school to external constituencies
- Oversee the admissions committee process and evaluation of students against mission-aligned admissions criteria
- Oversee the financial program organize and administer GDS's financial aid budget

- Collaborate with the Director of Communications and the Director of Advancement to ensure consistent, relevant, and current, yet targeted messaging across constituencies and in service of its strategic enrollment goals using print, digital, social media, and web-based materials and strategies
- Manage new student enrollment and assists with the reenrollment of current students in close connection with Division Principals, the Business Office, and Head of School
- Understand and inform the Admission Office and community regarding research, demographics, and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed
- Ensure the continued professional development of all members of the Admission Office
- Maintain and strengthen close relationships with feeder schools and partner organizations
- Collaborate with Division Principals, Athletics, Advancement, and Head of School regarding visits and admissions events to ensure the best possible connection of prospective students and parents with these constituencies as appropriate

Position Requirements

- Bachelor's degree, Master's degree preferred
- A minimum of 5 years of admission and financial aid experience in an independent school or college, including significant leadership responsibilities
- Demonstrated proficiency with data collection and analysis, and its utility in influencing policy and enrollment management strategy
- Demonstrate cultural competence and a commitment to ongoing diversity, equity, and inclusion efforts
- Ability to inspire confidence and maintain confidentiality
- Strong commitment to K-12 independent school education
- Superior communication and public relation skills, both written and spoken
- Superior interpersonal, organizational, and managerial skills
- High energy, flexibility, warmth, and sense of humor

For more information about Georgetown Day School, please visit <https://www.gds.org/>

Georgetown Day School is being assisted in this search by [Storbeck Search](#). For additional information, please contact:



Sherry Coleman, Partner
 Nishant Mehta, Partner
 Storbeck Search
GDSEnrollment@storbecksearch.com