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POSITION DESCRIPTION

FOR THE POSITION OF
Director of Enrollment



Shipleigh

April 2021

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POSITION DESCRIPTION

POSITION	Director of Enrollment
ORGANIZATION	The Shipley School
REPORTS TO	Assistant Head of School for Community Engagement
LOCATION	Bryn Mawr, PA
WEBSITE	shipleyschool.org



SCHOOL OVERVIEW

Founded in 1894 and coeducational since 1972, Shipley currently enrolls 800 students. Located on a beautiful split campus with outstanding and extensive facilities in Bryn Mawr, Pennsylvania, Shipley is an integral part of the vibrant Greater Philadelphia independent school educational environment and sits adjacent to the campus of Bryn Mawr College.

Under the leadership of Head of School Michael Turner (completing his second year), Shipley is energized, inspired, optimistic, and organizing to compete vigorously in the Philadelphia independent school market. Shipley has made a firm strategic commitment to its unique definition of educational excellence, which holds that student achievement is inextricably linked to individual and collective well-being. With this foundation, Shipley is poised to build on its history of success and transformational education and to take exciting steps into its future.

If this opportunity sparks your interest, please visit the Shipley website at www.shipleyschool.org to learn more about the School. There you will discover thorough and fascinating explanations of the School's history, programs, approach, curriculum, strategic plan, vision, and commitment to diversity, equity, and inclusion.

MISSION

The Shipley School is an independent, coeducational day school in Bryn Mawr, PA for pre-kindergarten through 12th grade students. Through our commitment to educational excellence, we develop within each student a love of learning and a desire for compassionate participation in the world.

Through a strong college-preparatory curriculum in the humanities and sciences, our school encourages curiosity, creativity, and respect for intellectual effort. Shipley upholds and promotes moral integrity, a sense of personal achievement and worth, and concern for others at school and in the larger community.

ROLE SUMMARY

Primary Responsibilities



Reporting to the Assistant Head of School for Community Engagement, the Director of Enrollment is a member of the Central Administrative Team and supervises the Director of Admissions and Tuition Assistance. The Director will also as a key member of the Advancement Team (Development, Marketing, and Admissions/Enrollment) to ensure a superior and data-driven customer service experience throughout the customer lifecycle. Under the leadership of Michael Turner, in his second year as Head of School, the school is moving toward a distributed leadership model, and the next Director of Enrollment will have the unique

opportunity to both lead the traditional Admissions/Enrollment function, while building a data-driven and entrepreneurial business model.

The next Director of Enrollment (DOE) will be tasked with evaluating the current enrollment business model and identifying ways to reshape it to include new and innovative ways to provide a suite of services to prospective families and their children. The Director is responsible for establishing a strategic enrollment vision, understanding the operational components of enrollment, and the research necessary to inform decision-making. The Director has oversight of student recruitment, tuition assistance, and enrollment and retention efforts. The DOE facilitates enrollment management discussions and manages the Admission Office's six full and part-time staff, including the Director of Admission & Tuition Assistance. As part of the School's recruitment and retention of students, the DOE oversees the administration of the admission and tuition assistance budgets; all enrollment budget projections and records; all admission events, travel, and constituent volunteer efforts; and all recruitment, enrollment, and matriculation efforts. The Director will conduct research and implement strategies to ensure that the School achieves its enrollment goals. As one of the school's most visible spokespersons, the Director of Enrollment Management represents Shipley to all constituents, which includes students, parents, alumni, faculty, Board of Trustees, and strategic partners.

Opportunities and Challenges

- ▲ The Director of Enrollment, in partnership with the Assistant Head for Community Engagement, will work to clearly define the school's value proposition at each service delivery point, build a cohesive marketing strategy, and ensure that all communication is aligned across the organization. They will develop and advance existing connections while looking at new ways to make sure that Shipley is top of mind with recruiters and relocation experts at organizations large and small.

POSITION DESCRIPTION

The Shipley School – Director of Enrollment
Prepared by Pete Gillin, Managing Director



- ▲ They will develop and advance existing connections and partnerships while identifying new ways to make sure that Shipley is top of mind with recruiters and relocation experts at organizations large and small.
- ▲ The next leader will be empowered to combine the best of the enrollment offices' relational skill set with a data driven approach to admissions and enrollment.
- ▲ The Director of Enrollment will create and oversee a strategic admissions plan that aligns with the school's larger strategic vision, allowing the school to forecast for long- and short-range fluctuations in admissions and enrollment.



Job Responsibilities

The Director of Enrollment:

- ▲ Provides clear vision, leadership, and strategy for enrollment management, which includes admission, marketing, and recruitment and directs the process of attracting, enrolling, and retaining students at Shipley.
- ▲ Demonstrates a belief in and commitment to fostering an inclusive, equitable, and diverse school community. Has knowledge of best practices in diversity, equity, and inclusion work to ensure all processes reflect the needs of a diverse prospective student body.
- ▲ Works with Senior Administration to set annual enrollment and admission goals, in accordance with the school's mission and strategic priorities.
- ▲ Helps provide leadership in gathering and use of external (e.g., demographic, economic, market) and internal (retention/attrition, customer survey) data to guide enrollment decisions, ensuring that changes and challenges are anticipated, understood, and addressed.
- ▲ Supervises the Director of Admission & Tuition Assistance in enrollment of new students and organization and administration of the School's tuition assistance program and budget.
- ▲ Manages reenrollment of current students in close connection with the Division Heads, and CFO.
- ▲ Works closely with the Marketing Department to develop and implement the Admissions Marketing Plan.
- ▲ Attends Board of Trustee meetings, is involved in strategic planning, and keeping the Board fully apprised of the School's enrollment, tuition assistance, and market position.
- ▲ Extends themselves beyond the responsibilities of a job description when the need arises. Assists Head of School with all other duties as assigned.

The Candidate

- ▲ A bachelor's degree (required) or a master's degree (strongly preferred).
- ▲ Significant admissions and tuition assistance leadership experience, preferably in a complex organization.
- ▲ Outstanding communication skills.
- ▲ An intuitive understanding of data and demonstrated success enhancing admissions and enrollment processes through the use of data and technology.
- ▲ Proven experience in long – and short term – strategic planning around admissions and retention.
- ▲ Warmth and a sense of humor as well as high energy, flexibility, and a collaborative style.

ABOUT DIVERSIFIED SEARCH GROUP

Diversified Search Group has been chosen to lead the search for the next Director of Enrollment. Applications with a resume and cover letter or nominations may be submitted, in confidence, to: ShIPLEYEnrollment@divsearch.com

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