



Director of Enrollment Management

EFFECTIVE - JULY 2024

St. Luke's Episcopal School is an independent, Episcopal day school that offers a balanced approach to learning in an academic and spiritual environment to approximately 240 students in early childhood through 8th grade. We have two sections of most grade levels, PK3-8 and class sizes that average from 12-16 per class.

St. Luke's Episcopal School seeks a Director of Enrollment Management to begin in July 2024. The Director reports to the Head of School, Mike Jenkins, who will also begin this summer. The Director will serve on the senior administrative team and will lead all enrollment, marketing, and communications efforts. This is a 12-month position.

Looking ahead, the primary opportunities for the Director of Enrollment Management include:

- Strategizing with leadership to improve enrollment efforts.
- Seeking new opportunities to attract and connect with prospective students and families for all entry points.
- Refining systems, partnerships, and connections to retain current students and their families.
- Informing the school's leadership team and trustees regarding research and demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Attending Board meetings when appropriate, engaging in strategic planning and keeping the Board fully apprised of the school's enrollment management endeavors.
- Overseeing school-wide communications, marketing, and media strategy.
- Ensuring the school's financial aid policies and procedures are effectively administered.

- Collaborating with, guiding, and encouraging St. Luke's faculty, staff, families, and students to share their stories and to serve as ambassadors.
- Establishing and maintaining positive relationships with educational constituencies, including peer schools, consultants, and access organizations.
- Extending themselves beyond the responsibilities of a job description as the need arises.

Qualifications and Personal Attributes St. Luke's is seeking:

- At least five years of related admission/enrollment experience in independent schools or relevant experience with responsibility in growing and developing markets and in retention.
- Knowledge of, experience with, and the ability to research and adopt changes in strategic enrollment management, financial aid, and marketing best practices.
- Models high standards of professionalism and the ability to create warm, uplifting, and trusting working relationships marked by humor, optimism, humility, excellent emotional intelligence, extraordinary interpersonal skills, and collaboration.
- Possesses a solid understanding of educational practice and philosophy, and the ability to share St. Luke's philosophy and practice with prospective families.
- Possesses excellent communication skills—particularly strong and empathetic listening ability, dynamic and engaging speaking skills, and clear and compelling writing experience.
- Strong leadership skills, specifically motivating, collaborating, inspiring, and educating the school's constituencies and the ability to support, organize, and guide all those involved in the enrollment experience.
- Ability to think and act strategically and to operationalize strategic ideas and goals.
- Possesses a deep understanding of human development, demonstrated by knowledge of child development PreK-8, a growth mindset, and belief in the capacity of humans to be lifelong learners.
- Demonstrated leadership, engagement in, and commitment to diversity, equity, and inclusion.

Bachelor's degree required, master's degree preferred.

Interested candidates should email their cover letter and resume to:

Michael Robinson, Interim Head of School michaelrobinson@sles-sa.org