



The
Frederick
Gunn
School

DIRECTOR OF ENROLLMENT AND ADMISSIONS

gogunn.org | Washington, CT

The Frederick Gunn School, founded in 1850, is a co-ed boarding and day school for students in grades 9-12 as well as a post-graduate year. Mr. Gunn had a deep appreciation for the natural world, believing that in nature students understand themselves as humans and their place in the world. He took a principled stand against slavery and spurred students (and the town at large) to examine their beliefs. In addition to the habits and skills students will need in college and life beyond, we teach them to follow Mr. Gunn's example: to cultivate wisdom, to be trailblazers, to act with conviction, and to value character as highly as intellect and achievement.

Position Summary

The Director of Enrollment and Admissions will lead a collaborative, coordinated, and strategic all-school effort to convey The Frederick Gunn School's unique value to the marketplace to attract, enroll and retain a mission-appropriate, diverse and inclusive student community. This 12-month position reports to the Chief of Enrollment Strategy & Marketing and is responsible for developing and implementing an Admission Operation Action Plan. The goals and objectives in this plan will include the strategy to increase funnel activity, attract and recruit qualified applicants and meet enrollment goals set by the Head of School and Board of Trustees including an ongoing commitment to the school's financial aid strategy.

The Director of Enrollment and Admissions will also:

- develop an annual Admissions strategy and oversee the annual Admissions budget.
- lead the day-to-day operations of the Admissions Office and team, including responsibility for team culture and performance in line with the school's Core Values.
- manage and annually evaluate all aspects of domestic and international recruitment strategies.
- travel to priority domestic markets to build market share with feeder schools and educational consultants and work towards the development of new markets for the school.
- execute the school's financial aid strategy and continuously evaluate the plan along with directing the financial aid process and decision making.
- establish strategic priorities for the recruitment of students consistent with the school's overall DEI initiatives.
- lead the Admissions Committee with the selection of applicants.

Job Responsibilities

- Develops and implements a short- and long-term enrollment strategy, in collaboration with the Chief of Enrollment Strategy & Marketing.
- Researches and identifies best strategies to gain market share in primary markets (i.e., New York City, Fairfield County and Westchester County), and develops a strategy to



cultivate new markets in primary and tertiary markets (i.e., Washington D.C., Los Angeles, San Francisco or other agreed upon markets).

- Continued development and implementation of the school's international recruitment strategy, in concert with the Director of International Recruitment and Associate Director of Admissions, designed to attract highly qualified academic candidates and intentionally broaden the countries targeted by enrollment strategies to diversify our international footprint.
- Leads Admissions Team annual operations.
 - Identifies, implements, and monitors quantitative performance metrics for all Admissions Officers to include tracking interviews, personalized outreach to candidates, connecting candidates with key on-campus interests, converting interviews to applications, and ultimately yielding candidates.
 - Utilizes all available data to inform strategic decision making and allocation of resources.
 - Establishes annual goals and review process for each member of the Admissions team.
 - Promotes a customer service culture across the entire Admissions team.
 - Identifies professional development opportunities for individual members of the Admissions team.
 - Implements a strategy that includes multi-touch outreach to feeder schools and educational consultants - including a regular fall and spring travel strategy.
- Oversees the school's financial aid strategy, which includes lowering the school's discount rate. Reviews financial documents (likely to be outsourced in the 2021-22 academic year).
- Identifies and develops third party partnerships that will assist the school's efforts to pursue DEI goals defined by the Senior Leadership Team and Board of Directors.
- Partners with the Associate Head of School, Assistant Head for Teaching & Learning, and other members of the Leadership Team for student retention strategies and efforts.
- Reports on Admissions goals and outcome to Board of Trustees.
- Informs Admission Office personnel and budget allocation.

Key Relationships

- Continuous engagement with the Chief of Enrollment Strategy & Marketing - reporting on annual performance metrics and contributing to longer term strategic enrollment planning and implementation.
- Ongoing interaction with the Head of School as needed - such as updates on admission and enrollment trends and the coordination of high-profile family outreach.
- Frequent interaction with the Chief Financial Officer for financial aid purposes.
- Partner with the Dean of Students Office and Academics Office for purposes of onboarding new students and retaining existing students.
- Manage relationships with Admissions Officers and Admissions Assistants.



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- Engage with faculty members to remain current on the campus experience and to include faculty in admissions and enrollment activities.

Compensation and Benefits

The Director of Enrollment and Admissions is a 12-month position that will report to the Chief of Enrollment Strategy and Marketing. Salary is competitive and commensurate with experience. Competitive benefits which include, but are not limited to: Medical and Dental and life Insurance, Employer sponsored retirement plan, vacation and sick time, tuition remission, and meals in the dining hall when school is in session. Housing may be available for a candidate qualified to participate in the school's residential life and athletics programs.

To Apply:

- Please submit all application materials in an electronic file. Required application materials include a resume, 1-2 page cover letter and names and contact information for 3 references. All electronic submissions should be directed to Christine H. Baker, President, The Baker Group at cbaker@thebakergroup.com.
- Applications will be accepted through November 1, 2021.
- Finalists will be interviewed in early December.

Start date: July 1, 2022

The Frederick Gunn School is an Equal Opportunity Employer. Except in cases of a bona fide occupational qualification or need, or except as otherwise permitted or required by law, The Frederick Gunn School does not discriminate against applicants for employment on the basis of race, color, religious creed, age, sex, marital status, pregnancy, sexual orientation, national origin, ancestry, present or past history of mental disorder, intellectual disability, learning disability or physical disability, gender identity or expression, genetic information, or any other protected class status under applicable law with respect to hiring, compensation, promotion, discharge from employment or other terms and conditions of employment. Position announcements are intended to describe the general nature and level of work performed by employees assigned to the job title and the education and skills required. Descriptions are not intended to be a complete list of all responsibilities, duties and skills that are required or may be required in the future.

BACKGROUND SCREENING: *The Frederick Gunn School conducts background checks on all job candidates upon acceptance of a contingent offer, which includes using a third-party administrator to conduct the checks.*



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Core Values

Integrated Humans

Thriving people learn to integrate the intellectual, the physical, the spiritual, and the emotional through an examination of the place of each, discernment about their relative role, and a commitment to balance and flourishing.

Hopeful Faculty

We prize faculty who believe resiliently, optimistically and with good humor in the students' and faculty's collective ability to grow and learn; know their discipline and practice, and understand character development. A faculty oriented around these principles will earn the confidence of students and create a place of purpose and fun where faculty and students want to be.

Learning Ecosystem

Thriving communities recognize the interdependent nature of their parts. Therefore, The Frederick Gunn School is a school that champions the interdisciplinary and inter-experiential nature of life and learning – one that incorporates the outdoors, athletics, and arts, as well as academics, into everyday life.

Moral Character Development

We are a school that nurtures Mr. Gunn's belief in character as the driving force in a life well-lived, and that character emerges through the intentional pursuit—in knowledge and practice—of what is good, right, true, sustainable, and beautiful.

Engaged Citizens

The Frederick Gunn School is a school that, despite growing cultural apathy, cynicism, consumerism and distraction, produces people who care deeply – who become wise, engaged, active citizens.