

# 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 an experienced admissions and enrollment professional to lead the school's enrollment efforts during an important moment in the School's history. The successful candidate will demonstrate a passion for connecting with current and prospective families and for identifying and developing new markets, especially for boarding students, while being motivated by the opportunity to take on new challenges and further their career trajectory.

### **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 roughly 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 enrollment management 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.
- Leading an area of the enrollment management office, such as open houses, student ambassadors, or financial aid.
- 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.
- Living on campus in school-provided housing and participating in the school's residential life program through evening and weekend involvement.
- 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 two years of experience in admissions and enrollment management
  - Experience with recruiting and retention efforts including in-person events, virtual events, phone calls, and emails
  - Experience recruiting and enrolling boarding students
  - Experience managing multiple tasks or projects under deadlines
  - Demonstrated cultural competency and a strong commitment to diversity, equity, and inclusion
  - 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
- Demonstrated experience taking initiative and working independently
- Demonstrated experience designing, implementing, and managing a program or initiative that involved leading others (this experience does not have to be enrollment-related)
- Critical listening skills
- Interest and enthusiasm for working with people and advancing the mission of an organization
- Experience managing others
- Experience clarifying and marketing a school's brand, including through social media platforms, that resulted in increased engagement
- 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 Tanya Farrell, Dean of Enrollment Management, 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.