



Position: Director of Enrollment
Reports to: Head of School

HILLTOPPERS

Position Overview

The Director of Enrollment is an integral part of the school's administrative team and is responsible for managing all facets of the admissions process in the school's effort to attract, enroll, and retain a diverse and dynamic student population. The Director of Enrollment serves as a key member of the Administrative Leadership Team and reports to the Head of School.

Marshall School is a private independent school in Duluth, Minnesota, educating students in kindergarten through 12th grade. In addition to serving learners from throughout the region, we offer a complete international boarding program for students from around the world. Marshall is accredited through the Independent Schools Association of the Central States (ISACS), is part of the Minnesota State High School League (MSHSL) for athletics, and is renowned for our college preparatory program. The school is a vibrant, engaging center for innovative learning and exploration. Marshall's mission, "Inspiring lifelong learners to embrace challenge and create positive change" is woven into every aspect of daily life at Marshall School.

Primary Responsibilities

- Contribute to the mission and standards of the school by recruiting and retaining students who will benefit from the school's unique culture and programmatic offerings and contribute to the school community.
- Formulate forward-thinking, strategic application, admission, and enrollment policies.
- Report directly to the Head of School and serve as a liaison to the Board of Trustees regarding admissions and enrollment.
- Coordinate four essential elements to ensure a competitive admissions process and the long-term health of the student body and broader alumni/ae base:
 - admission management (the tracking of prospective students from applicant to enrollment and beyond)
 - student retention
 - research (analyzing data that affect enrollment)
 - marketing strategy in coordination with the marketing team
- Develop a strategic recruitment and communication plan to reach targeted audiences, including identifying and implementing best-practice web-based technologies.
- Supervise admission office staff.
- Work closely with the Business office and CFO.
 - Oversees enrollment management budgets.
- Partner with division heads to coordinate admission needs by grade level.

- Identify potential donors – graduates, parents, the broader community.
- Understand the culture and climate of the school and the broader educational environment.
- Foster high ethical standards, integrity, and respect for colleagues, alumni/ae, parents, and students throughout the admissions process.
- Be sensitive to economic, cultural, and other issues present in the enrollment of a diverse student body.
- Communicate clearly and enthusiastically to all staff and prospective students.
- Be well versed in international student recruitment and working with international recruiters

Secondary Roles and Responsibilities

- Ability to travel
- Ability to monitor and work with Homeland Security to issue the appropriate visa to international students

Required Skills

- Strategic thinker and problem solver.
- Strong and ethical leadership, organizational skills, and attention to detail.
- Flexible, adaptable, and open to change.
- Strong personal motivation, initiative, follow through, and commitment.
- Ability to work both independently and cooperatively as a crew member and give and receive both positive and constructive feedback.
- Strong and effective communicator, both written and oral.
- Leadership and organizational skills to manage small and large groups.