



Position: Director of Enrollment Management

The Director of Enrollment Management leads all aspects of student recruitment, admissions, enrollment, and retention for the school. This role develops and implements strategic enrollment initiatives that align with the school's mission, values, and long-term goals. The Director serves as a key ambassador for the school, playing a visible and relational role with prospective and current families. They will bring genuine warmth and ease with people alongside strategic clarity and creative drive to the school community. Reporting to the Head of School, this is a full-time, 12-month, exempt position.

About Bright School

The Bright School was founded in 1913 by progressive educator Mary G. Bright and currently enrolls about 355 students from junior preschool age 3 years to fifth grade. From junior preschool through the elementary years, our school provides a seamless transition from grade to grade, each year building upon each other to prepare graduates for middle school and beyond. The majority of our graduates continue on to the best middle and high schools in Chattanooga and later to college. Our curriculum and activities are a blend of the hands-on and personalized learning upon which Miss Bright built her school and innovative practices of today that nurture and challenge students.

Our Mission The Bright School builds a foundation upon which students become wise and compassionate citizens of the world. Its century of progress fosters the intellectual, artistic, physical, and moral growth of young boys and girls.

Essential duties and responsibilities include:

Enrollment Strategy and Leadership

- Oversees all aspects of the admissions operation, including admissions, financial aid, retention and reenrollment.
- Serves and collaborates closely as a member of the Administrative Team, to align enrollment goals with programmatic priorities and long-term financial sustainability.
- Ensures accurate and efficient management of enrollment and contract processes. Oversees the integrity and effective use of enrollment data systems.
- Collaborates with the Director of Communications and Marketing with marketing initiatives, including working with advertising vendors.
- Provides regular enrollment reports, data analysis, demographic reports, trends and challenges to the Head of School and Board of Trustees.

Admissions and Outreach

- Leads all aspects of the admissions process, ensuring a highly personalized, responsive, and mission-driven experience for prospective students.

- Meets with and communicates effectively with all prospective families.
- Designs and executes a positive, relationship-centered follow-up system to guide families through inquiry, application, financial aid, and enrollment.
- Oversees all aspects of the application process, including scheduling visits, coordinating assessments, playdates and interviews, managing application review and communicating admissions decisions.
- Plans and oversees admissions events.
- Cultivates relationships within the broader community through active involvement in local organizations, events, and networks.
- Serves as a highly visible, professional, and approachable representative of Bright School in the community.
- Collaborates closely with the Director of Communications and Marketing to craft compelling messaging and outreach strategies, as well as align messaging and branding.

Family Engagement and Retention

- Oversees and enhances the onboarding experience for newly enrolled families.
- Ensures a seamless and welcoming transition for students and families, with support from the Parents' Association.
- Demonstrates enthusiasm for participating fully in school and community life to build meaningful relationships with students, parents, faculty, and staff.

Other duties as assigned.

Required Qualifications:

- Bachelors' degree and a minimum of three to five years of experience in admissions or enrollment management, preferably in an independent school.
- Highly effective communication skills, including empathetic listening, engaging speaking and storytelling, and strong writing skills.
- Comfort presenting and communicating to a wide range of audiences.
- Exceptional planning, organization and time management skills.
- Demonstrated financial and technical aptitude.
- Prefer experience with Blackbaud and Clarity.
- Flexibility, professionalism, and discretion.
- Upholds our Bright School Operating Principles:
 - We honor our commitments.
 - We invest in and support each other's development.
 - We hold confidences.
 - We treat everyone with respect and kindness.
 - We have fun in our work.

To apply, please send a cover letter and resume to Kristin Watts, Head of School, at kwatts@brightschool.com.

Learn more about The Bright School at www.brightschool.com.