



POSITION ANNOUNCEMENT DIRECTOR OF ENROLLMENT MANAGEMENT

JOB SUMMARY:

William Penn Charter School is the fifth-oldest school in the United States and the oldest Quaker school in the world. Building on a 332-year-old history and a commitment to educating students to live lives that make a difference, Penn Charter graduates are known for their academic strengths, athletic achievements, artistic abilities both in the studio and on stage, and their commitment to service and social justice. Located in the East Falls section of Philadelphia, the School has 977 students, pre-K-12, from throughout southeastern Pennsylvania, southern New Jersey, and northern Delaware. The location lends itself to a vibrant and diverse community of students from 105 zip codes.

William Penn Charter School is seeking a Director of Enrollment Management to begin July 1, 2022., Reporting to the Head of School, the Director of Enrollment Management (DEM) is a member of the Senior Leadership Team and is responsible for leading the strategic and operational components of enrollment, developing the research necessary to inform decision-making, as well as the oversight of student



recruitment, financial aid, and enrollment efforts. The DEM leads enrollment management discussions and manages the Admission Office's 8 full and part-time staff. Working closely with admissions colleagues, the Division Directors, Chief Financial Officer, Director of Marketing Communications, Athletic Directors and Assistant Heads, the DEM guides all processes that support the School's enrollment and reenrollment efforts.

The DEM plays a vital role in the Penn Charter community and will be expected to strengthen the enrollment management infrastructure, starting with the existing strengths of the Admission Office, along with providing leadership in the facilitation of an enrollment management mindset. The DEM

will conduct research and implement strategies to ensure that the School achieves the enrollment goals set by the Head of School and Board of Trustees.

WHAT WOULD I DO?

You will lead a personalized admission and enrollment process, and play a vital role in the school community, expanding the community's understanding of enrollment management through implementation of positive engagement, recruitment, and retention practices. You will provide input to drive decisions in support of marketing, academic, and student life programs and develop productive partnerships

with internal school-wide departments and key external referral sources (parents, alumni, consultants, etc.) to achieve annual enrollment goals and implement growth strategies to meet future enrollment targets. In addition, you will...

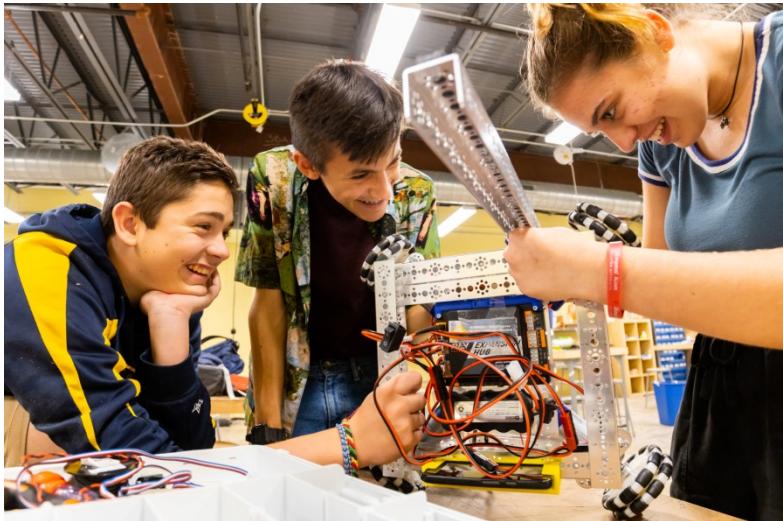


- Provide leadership in enrollment management and the enrollment process and set the tone and vision for attracting, enrolling, and retaining a strong, diverse, mission-appropriate student body to Penn Charter.
- Set annual enrollment and admission goals, in accordance with the School's mission, to promote the essential elements of diversity in the student body, based on enrollment goals set by the Head of School and Board of Trustees.
- Be responsible for all enrollment management and financial aid staff, activities, and budgets of three divisions (Lower School, Middle School, Upper School).
- Work with the Head of School and Director of Finance and Operations to create and oversee the school's enrollment and financial aid budgets and strategies. And communicate regularly to the Board of Trustees, about strategy and progress on these goals.
- Organize and administer the School's financial aid program and budget in conjunction with the Director of Financial Aid.
- Manage new student enrollment and the reenrollment of current students by working in close connection with school leadership.
- Understand and inform the Leadership Team, admission staff and community about research, demographics, and other relevant enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Develop and implement strategic marketing ideas designed to enhance enrollment, in collaboration with the Marketing/Communications Team.

- Build sophisticated data models and statistical information regarding the School's enrollment trends and utilize them in decision-making about enrollment strategy, resource use, and planning efforts.
- Manage a professional, efficient, fast-paced, nimble, creative, and welcoming office.
- Be involved in the day-to-day work of admissions, working directly with families in coordination with the Admission Office staff of 8.
- Engage in the life of the school in a way that is aligned with skills and interests. And most importantly, you will play a vital role in the Penn Charter community and serve as a model of the School's culture and core values.

WHO ARE YOU?

You have excellent people skills, you listen well, and have strong communication and public relations skills, both written and spoken. You have a personal and professional commitment to diversity, equity, inclusion, and social justice and have experience creating an inclusive admissions process. You are an experienced educator with a commitment to the values and spiritual foundation of a Friends school, or someone with a willingness to learn. In fact, it is your willingness to learn that extends to all you do. You bring creative ideas for helping address systems of bias in the admissions process and experience reducing barriers to access. You are facile with data and technologies that will support student record management and analytical reporting. You are comfortable thinking strategically, and possess strong interpersonal, organizational, and managerial skills. You have a high level of energy, creativity, flexibility, and a sense of humor and have outstanding judgment and maturity. You can lead and execute and have a proven ability to work with colleagues and stakeholders at all levels. You are a team builder who knows how to motivate others to help achieve goals together. You possess a minimum of five- years' experience in admission and enrollment management in an independent school or college, which must include prior leadership experience and a strong understanding



of the budget drivers that impact school finances. Ideally, you will possess a master's degree; however, candidates with a bachelor's degree in education or a related field as well as experience with admissions work will also be closely considered. You love challenges, thrive in collaborative environments, and balance the challenge and joy of working in a pre-K-12 Friends school. And lucky for us, you will bring your sense of humor and an element of fun to our collective work at Penn Charter.

WHO ARE WE?

William Penn Charter School is a Quaker, coeducational, pre-K-12 independent, day school of almost 1000 students, in the East Falls neighborhood of Philadelphia.

Established in 1689 by William Penn and members of the Religious Society of Friends, Penn Charter is a community guided by Quaker testimonies and the central belief that there is "that of God" in every person. A school community that honors difference,

Penn Charter seeks to be a place where diversity is understood, represented, and valued. Penn Charter is richly diverse, with 44% of the student body receiving \$10 million in financial aid, and over 33% students of color. Deeply committed to diversity, equity and inclusion, Penn Charter is focused on ensuring an equitable educational experience where all students' voices and identities are welcomed, celebrated, and reflected in the curriculum and programming. Our curriculum embraces a plurality of cultures and celebrates an array of voices, instilling in us a deeper understanding and empathy for individuals in this community and the world. William Penn Charter School values scholarship and inquiry. With excellence as our standard, we challenge students in a vigorous program of academics, arts, and athletics. Through global connections, civic engagement, and a focus on environmental sustainability, we inspire students to be thinkers, collaborators, innovators, and leaders. We educate students to live lives that make a difference.



HOW DO I APPLY?

Please submit in an electronic file, a current resume, letter of interest, statement of educational philosophy and names and contact information of three to five references directed to: Christine H. Baker at: cbaker@thebakergrp.com. Please submit materials by January 21, 2022.