

HEAD OF SCHOOL

Position Announcement Director of Enrollment Management

Western Reserve Academy, which enjoys an outstanding reputation as one of the finest boarding schools in the U.S., seeks a Director of Enrollment Management. This is an exceptional opportunity to join a school and administration at a time of growth and innovation, in an idyllic community with Mid-western sensibilities and a global mindset.

The Director reports to the Head of School, and serves on the senior administrative team. In addition to leading all admission and enrollment efforts, the Director exhibits the same innovative spirit on which the school was founded, and has since built its academic program and organizational brand. The Director must embrace the challenge of marketing and enrolling domestic, and particularly, regional boarding students. There are also significant international and long-distance boarding markets. The Director interacts with other administrative offices, faculty and staff, and particularly the Communications & Marketing Office. The Director demonstrates deep understanding of financial aid tactics, marketing, independent school trends, data analysis, strategic planning and personnel and office leadership. The Director also is expected to launch and leverage a successful Merit Aid program as part of the school's awareness building and recruitment efforts.

WRA's current *Campaign for Excellence & Access* underscores the loyalty of our school community, generating more than \$75 million to support faculty, academic programs, financial aid and exquisite renovations along our historic Brick Row. The school recently opened The Wang Innovation Center, a 6,000-square-foot makerspace lauded by The National Association of Independent Schools and The Association of Boarding Schools. Our endowment exceeds \$100 million and the school generates a \$2.3 million annual fund. Our Admission team resides in a newly-renovated office, a thoughtful renovation of our campus's oldest building, blending historic beauty with progressive elements like geothermal heating and cooling, and floors fashioned from reclaimed campus trees.

The Director must have the experience, skills and personality to lead a complex enrollment process, contribute to the Executive Committee, and involve the entire WRA community in admission goals and plans. WRA's enduring values of excellence, integrity and compassion guide all we do, and are central to the outreach, responsibilities and success of the Director and his/her team.

Desired characteristics and experiences to be demonstrated:

- Ability to manage staff and an office
- Willingness to travel
- Serve on senior-level administrative team, the Executive Committee
- Demonstrated understanding and connections in the admission environment
- Understanding of and interacting with the extended community: trustees, students, faculty, staff, parents, alumni and candidates
- Engaging personality to connect with the community
- Ability to analyze data to create data-driven marketing and decisions
- Demonstrate an understanding of admission enrollment trends, leading the Executive Committee and Board in discussions about these trends and creating strategies to solve issues
- Knowledge, ability and strategic sense to identify and open new and emerging admission markets
- Leadership of all aspects of admission office procedures: contact with students, review of applications, acceptances, transition to enrollment, re-enrollment and others
- Sophisticated understanding of financial aid process and tactics
- Willingness to be a presence and involved in a residential school setting
- Development of and build relationships with schools, counselors and consultants
- Working with summer programs to build enrollment in all areas of school programs

For more details about Western Reserve Academy, please visit the School's web site at www.wra.net. If interested in applying, please send an electronic file with a resume, a letter of interest and a list of three references by December 1, 2017 to: Christine H. Baker at cbaker@thebakergroup.com.