



# Lake Ridge Academy

## Director of Enrollment Management

### LEADERSHIP OPPORTUNITY STATEMENT

37501 Center Ridge Rd., North Ridgeville, OH 44039

Open Until Filled    [lakeridgeacademy.org](http://lakeridgeacademy.org)    Independent Day School: Grades K-12

#### LAKE RIDGE AT A GLANCE

Founded: 1963

Type: Co-Ed Day  
School

Grades: K-12<sup>th</sup>

Enrollment: 425

Average Class Size: 4  
to 8

Diversity: 35%  
Students of Color

AP: 68 students took  
123 AP exams in 2018

80% of Faculty hold  
advanced degrees

Average Tuition:  
\$24,108

Professional  
Affiliations: NAIS,  
ISACS, OAIS, College  
Board

#### About Lake Ridge Academy

Lake Ridge Academy is an independent, nonsectarian day school offering co-educational classes from kindergarten through grade 12. Founded in 1963, Lake Ridge Academy is committed to providing small class sizes and maintains an 8:1 student to teacher ratio. Located on a beautiful 93-acre campus in North Ridgeville, Ohio, we are the only independent, private college preparatory school on the west side of Cleveland and currently serve about 425 students. The school has three centers of excellence that serve as the pillars for our academic program: Fine Arts, Scientific Exploration and Research, and Global Citizenship. Enrollment at Lake Ridge Academy has grown by more than 30% over the past decade, and we seek to continue to grow over the next five years until we serve 500 students.

#### The Position

Lake Ridge Academy has an immediate opening for a Director of Enrollment Management. The Director of Enrollment Management will be responsible for identifying and attracting new mission-appropriate students to all three Lake Ridge divisions, successfully encouraging prospective students to apply, overseeing the admissions process including presenting candidates to the admissions committee, participating in the awarding of financial aid, and persuading accepted students to enroll at Lake Ridge. In addition, the Director of Enrollment will be responsible to ensure we minimize attrition and retain all possible mission-appropriate students.

The Director of Enrollment Management will have two direct reports: a Senior Admissions Officer and an Admissions and International Program Coordinator. In addition, he or she will be expected to work closely with the Leadership Team at the school and the division-specific admissions committees. He or she will report to the Head of School, be a member of the Leadership Team, and will regularly report to, and interact with, our Board of Directors as well as our Board Committee on Marketing and Enrollment.

## Job Responsibilities

- **Grow enrollment** from 425 students to approximately 500 students over the next five years while maintaining **net tuition revenue** in a way that is equitable, intentional and sustainable;
- **Manage the entire admissions process** from start to finish from identifying prospects, through application, enrollment, and **retention**;
- Use **data, research, and marketing techniques** to prospect and retain mission-appropriate students;
- Build **institutional support** for enrollment management across all Lake Ridge constituencies;
- Plan **open houses and other admissions related events** that are attractive to prospective students and meaningfully engaging of our alumni, parents and current students;
- Build close **partnerships** with feeder schools and other strategic partners;
- Work closely with the Marketing and Development departments to grow enrollment in strategic ways through the **engagement of alumni**, the utilization of donor-funded scholarships, and public event opportunities.



## Minimum Requirements



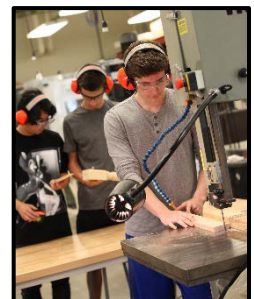
Lake Ridge is consciously casting a “wide net” for this position and will consider candidates from a variety of backgrounds if they meet these requirements:

- A 4-year college degree is required, an advanced degree is preferred;
- Demonstrated comfort in leading highly visible and strategic projects with a **sense of urgency** and accountability;
- The ability to locate, format, **analyze, interpret, and explain data** to make strategic decisions;
- The ability to market and effectively convey the value proposition of a Lake Ridge education;
- A **collaborative and open management style**, and past success building support and consensus in a team environment;
- The ability to **effectively communicate complex ideas** in multiple formats, including in writing, in formal presentations, in small groups, and on social media;
- Proven experience **building individual relationships** such as those with a prospective student and his or her family;
- A **commitment to diversity**, equity, and inclusion;
- A passion for **working with children** and teachers.

## Additional Desired Requirements

Understanding no candidate is likely to have each of these characteristics, these types of experience will be attractive in prospective candidates:

- **Experience in the K-12 independent school space**, ideally in Northeast Ohio;
- Supervisory management experience;
- Current **knowledge of best practices in enrollment management and financial aid** in independent schools and/or higher education;
- Experience in **admissions and/or communications and marketing**, preferably in the non-profit sector and including prior leadership experience;
- Experience in developing a **financial aid model, and/or administering financial aid** in an educational setting.



## Next Steps

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Interested candidates should email a cover letter addressed to Mitch White, Head of School, and a resume, both in PDF format, to [humanresources@lakeridgeacademy.org](mailto:humanresources@lakeridgeacademy.org). Interviews will take place at Lake Ridge, and selected candidates should plan to spend at least six hours on campus. The job is open effective September 10, 2018. A review of candidates will begin immediately and continue until the position is filled.

Lake Ridge Academy will provide equal employment opportunity without regard to race, color, sex, gender, gender identity, age, religious affiliation, sexual orientation, disability, ethnic background or country of origin.

