



## DIRECTOR OF ENROLLMENT MANAGEMENT

### POSITION OVERVIEW

The Director of Enrollment Management is a senior leadership position at Riverstone International School, reporting directly to the Head of School. This strategic role creates, implements, and analyzes all aspects of the school's enrollment management efforts. The Director works collaboratively with the Head of School, Leadership Team, Director of Communications and Marketing, Director of Residential Life, and the entire administrative team and faculty to attract and retain families who seek an education that aligns with Riverstone's mission: a highly intentional education that cultivates independence, emotional intelligence, rich curiosity, intellectual aptitude, and an instinct toward collaboration.

### STRATEGIC LEADERSHIP & PLANNING

- Develop a comprehensive, data-informed strategic enrollment plan with clearly defined compositional goals across all grade levels from Preschool to Grade 12
- Serve as a strategic thought partner to the Head of School and participate as a collaborative member of the senior administrative team
- Partner with the Head of School and the School's Controller on all aspects of net-tuition revenue strategies, tuition pricing, and financial aid forecasting
- Engage in strategic assessment of domestic and international demographic trends and design enrollment outreach plans
- Review, evaluate, and redesign admission selection processes as needed to ensure all functional aspects of enrollment management are aligned with the school's Admission Policy and best practices

### ADMISSIONS & RECRUITMENT

- Direct and manage all recruitment, admission, enrollment, and re-enrollment processes
- Design and implement a clear strategy to deepen and expand partnership opportunities with feeder schools, educational consultants and agents, and community-based organizations



- Maintain and build productive relationships with referral sources in target markets; create relationships in new markets
- Partner with the communications team to ensure clear, consistent market messaging and develop a multi-layered, personalized marketing and communications plan
- Develop a compelling case for Riverstone and create complementary print and digital materials for prospective families
- Conduct personal interviews with prospective students and families
- Coordinate campus visits, open houses, and other recruitment events
- Leverage digital marketing, social media, and web-based technologies to enhance recruitment efforts
- Harness all Riverstone community members – students, faculty, administrators, parents, and alumni - as recruiters and brand ambassadors

## ENROLLMENT & RETENTION

- Analyze and report on enrollment metrics, yield rates, and attrition factors
- Work closely with the HOS, Controller, Division Directors, and faculty to develop, organize, lead, and support specific retention efforts at key grade levels
- Collaborate with the academic leadership team to ensure smooth transitions for new students
- Oversee all new and re-enrollment processes and communications
- Conduct exit interviews and analyze patterns to improve retention
- Engage fully in the life of the school and maintain deep knowledge of all school programs and activities
- Work with a retention team and staff to identify and address student/family concerns that may impact retention
- Develop ongoing opportunities for faculty engagement related to admission and enrollment efforts
- Serve as a SEVIS representative to provide Form I-20s to international students and maintain the school's certification with the Department of Homeland Security

## FINANCIAL AID & AFFORDABILITY



- Provide data-informed strategic vision and leadership in financial aid allocation
- Ensure the equitable distribution of financial aid resources to achieve enrollment goals
- Use financial aid management as a tool to achieve sustainable net tuition revenue
- Collaborate with the Board of Trustees and the Board Finance Committee on strategic financial aid program goals
- Maintain confidentiality regarding all financial information
- Work with financial aid partners to allocate financial aid resources fairly

#### DIVERSITY, EQUITY, & INCLUSION

- Demonstrate strong experience in recruiting and enrolling students from diverse backgrounds and identities
- Implement strategies to recruit and retain a diverse student population and ensure admissions processes are inclusive and equitable

#### TEAM LEADERSHIP & COLLABORATION

- Lead and provide professional development for all members of the admissions team
- Create a culture of assessment and reflection, accountability, transparency of goals, open feedback, and commitment to leadership growth
- Collaborate with the Director of Marketing & Communications to ensure delivery of marketing strategy
- Provide ongoing strategic updates to Head of School, Trustees, School Leadership, and faculty/staff on all enrollment matters

#### PROFESSIONAL ATTRIBUTES & QUALIFICATIONS

- Bachelor's degree required; Master's degree preferred
- Experience in enrollment leadership in independent schools or higher education
- Demonstrated success in meeting enrollment goals and implementing strategic enrollment initiatives
- Experience with CRM systems, dashboarding, enrollment tracking, and financial forecasting



- Knowledge of international student processes, including SEVIS, I-20, and international travel requirements
- Strong technical proficiency, including spreadsheets, databases, and navigating multiple platforms
- Exceptional written and verbal communication skills for engaging with diverse audiences
- Highly organized with the ability to manage digital and physical documents, maintain calendars, and track deadlines efficiently
- Cultural competency and genuine ability to connect with people from diverse backgrounds; a second language is a plus
- Persuasive and relationship-oriented with the ability to effectively represent the school's mission and values
- Skilled in navigating sensitive conversations with empathy and clarity
- Creative problem-solver who can enhance admissions strategies and engagement efforts
- Demonstrable discretion and ability to maintain confidentiality with sensitive information
- Ability to travel domestically and internationally as needed
- Willingness to work evenings and weekends for recruitment events and activities
- Commitment to participating in the Riverstone school community

#### ADDITIONAL RESPONSIBILITIES

- Represent Riverstone at professional conferences and associations
- Stay current with emerging trends and best practices in enrollment management
- Contribute to the overall strategic vision and planning for the school
- Other duties as assigned by the Head of School