

POSITION ANNOUNCEMENT



Director of Enrollment Management Pomfret, CT

Job Summary

Pomfret School, an independent boarding and day school serving students in grades 9–12 and postgraduate, seeks a Director of Enrollment Management (DEM) to begin work July 1, 2021. The successful candidate will build on the School's outstanding reputation, develop and apply processes and strategies that meet identified enrollment goals and effectively market the School, and expand the community's understanding of enrollment management through implementation of positive engagement, recruitment, and retention practices.

The DEM is a senior leadership position reporting to the Head of School. Working in partnership with the administration and Pomfret's Board of Trustees to meet the School's composite goals, the DEM provides forward-looking, visionary admissions and enrollment leadership. Building on the existing strengths of admissions and enrollment management practices at Pomfret School, the Director manages the Admission and Financial Aid Office staff of seven and is responsible for the oversight of student recruitment and enrollment efforts and the creation of a strategic enrollment plan for the School. The Director oversees admission and financial aid budgets; all admission processes and records; admissions events, domestic and international travel, and constituent volunteer efforts; and all recruitment, enrollment, and matriculation efforts, up to and including the arrival and welcoming of new families to school in September.



The DEM must be a collaborative leader who will work closely with the Director of Marketing and Communications to attract mission-appropriate students through strategic marketing and branding initiatives. The DEM conducts research and implements strategies to ensure that the School achieves the enrollment goals set by the Head and Board.

The Director of Enrollment Management is a 46-week administrative faculty position.



About Pomfret School

Founded in 1894, Pomfret School is a top independent, coeducational, college preparatory boarding and day school with 350 students in grades 9 through 12, and a postgraduate year. Located on a sprawling 500-acre campus in Northeastern Connecticut, Pomfret School is an hour's drive from Boston, Hartford, and Providence, and under three hours from New York City. Pomfret has a talented and diverse student population, with 40% of

students receiving financial aid, supported by more than 60 endowed scholarship funds. In addition, 69 students (20% overall and 25% of domestic students) identify as BIPOC. Students hail from 23 states and 20 countries. Brought to life by an exceptional faculty, Pomfret is both bold and practical in the School's educational approach — intensely focused on the interests and needs of its students, and pragmatic in its efforts to prepare them for the joys and rigors of college, work, and life.

Bold curriculum reform and innovative program design have served Pomfret students well and distinguished the School as an educational thought leader among boarding schools. Pomfret is known for student-centered teaching practices that prioritize skill development and critical thinking, experience-rich instruction that emphasizes creativity and collaboration, and a physical campus and co-curricular program that builds community and belonging. The next DEM will market to prospective families a School that is both imaginative and caring in its approach to supporting the growth and development of its students.

Job Responsibilities

1. Sets annual admission goals, in accordance with Pomfret's Mission, that promote economic, racial, and ethnic diversity in the student body, and that achieve the enrollment goals.
2. Provides leadership in enrollment management
 - a. Formulates annual Admission and Enrollment Management Action Plans with goals and objectives.
 - b. Participates as an officer on the Head of School's senior administrative team. Presents institutional metrics, statistical analyses, and trend information to the Senior Administrative Team, the Board of Trustees, and faculty.
 - c. Organizes and administers the School's financial aid program and sets net-tuition revenue goals and budget in conjunction with the Chief Financial Officer.

- d. Works closely with the Marketing and Communications Office to position Pomfret in the marketplace, elevating its branding efforts and refining its marketing strategy.
 - e. Manages new student enrollment and assists with the retention and re-enrollment of current students in close connection with the Business Office and the Head of School.
 - f. Understands and informs the Admission staff and community about research, demographics, admission and enrollment trends, to ensure that changes and challenges are anticipated, understood, and addressed.
 - g. Works closely with the Dean of Students on issues relating to student life.
 - h. Attends Board of Trustees meetings and is involved in strategic planning and keeping the Board fully apprised of the School's admission and financial aid data and policies.
3. Manages the Admission Office, which includes supervising a staff of seven, and oversees student recruitment, admission processes, and enrollment efforts, as well as the following additional responsibilities:
- a. Maintains statistical and trend data related to admission and enrollment.
 - b. Oversees the volunteer network of Admission representatives.
 - c. Oversees all on-campus visitation programs, including interviews and spring term revisit days for newly accepted students and families.
 - d. Oversees the entire application review process, and with the assistance of the Admission staff, assigns reading and committee assignments to associates in the office, faculty, and staff.
 - e. Represents the Admission Office and School at public events, on and off campus.
 - f. Directs annual recruitment plan by assigning outreach responsibilities to staff.
 - g. Maintains and encourages relationships with sending schools, counselors, consultants, and other sources for prospective mission-aligned students.
 - h. Provides training and professional development opportunities for staff.
- 4. Maintains and enhances the School's good standing in relevant professional organizations.
 - 5. Is an integral leader for the school community and participates fully in daily community life.
 - 6. Adheres to all School policies as outlined in the Employee Handbook
 - 7. Meets or exceeds Pomfret School's Standards of Behavior, Character, and Engagement



About the Head of School

Tim Richards P '15 is in his 10th year as Head of School at Pomfret. Since his arrival in 2011, the School has focused intently on innovation of its programs and school culture. He believes that if the next generation is to flourish in a changing world, we must prepare them wisely, differently, and well. Pomfret School embraces the idea that education must evolve to meet the needs of a new age; it is squarely dedicated to preparing Generation Z with the knowledge, skills, competencies and character necessary to thrive in the 21st century.



Tim grew up on the Phillips Andover Academy campus and is a graduate of the school. He earned his BA from Connecticut College and his MA from Middlebury College. He began work in the independent school world in 1985, and before becoming the 12th Head of School at Pomfret, he served in a variety of roles at Groton School, Wilbraham & Monson Academy, and St. George's School.

Applying for the Position

Successful candidates should possess a minimum of seven years experience in admission and financial aid leadership with critical supervisory and program management responsibilities; a strong commitment to living and working in a boarding school community; demonstrated ability to manage a fast-paced, high-volume admission operation through efficient systems and protocols, establishing clear lines of responsibility, and the effective use of technology. In addition, candidates should possess excellent communication skills, both written and spoken; be facile with data, comfortable thinking strategically, and possess superior interpersonal, organizational, and managerial skills; and display high energy, flexibility, warmth, and a sense of humor. It is also critical that the Director of Enrollment Management inspire, motivate, and demonstrate respect and care for colleagues.

A bachelor's degree is required; a master's degree is strongly preferred.

Pomfret School has retained The Baker Group, the premier independent school enrollment management consulting firm, to assist in the recruitment of its next Director of Enrollment Management.

Interested candidates are asked to submit in an electronic file, their resume, a one- to two-page cover letter, and names and contact information of three references directed to Christine H. Baker at: cbaker@thebakergroup.com.

Please submit materials by February 9, 2021.