



## **POSITION STATEMENT**

### **DIRECTOR OF ENROLLMENT MANAGEMENT**

#### **OVERVIEW**

Brooklyn Friends School (BFS), a thriving Preschool-12 grade school located in vibrant Downtown Brooklyn, seeks a visionary leader to serve (effective July 2022) as Director of Enrollment Management within a vibrant community of colleagues (BFS uses the all-inclusive term, colleagues, to refer to all rather than one that delineates faculty/staff). Founded in 1867, Brooklyn Friends School's pillars of social justice, service learning/civic engagement, and Quakerism, serve as guideposts for our action-oriented collective work. [Our school's history](#) has been illustrious and reflective of the expansive nature of human experiences. Guided by our [mission](#), BFS provides a dynamic, diverse, and robust social/emotional environment and academic program that cultivates compassionate, intellectually curious, and confident changemakers. As a school, we affirm that human diversity includes, but is not limited to: race, ethnicity, culture, national origin, religion, gender, gender identity and expression, sexual orientation, age, socioeconomic class, family structure and physical ability, as well as diversity of thought, talents, and learning style.

[This short video](#) gives you a glimpse into our contemporary experience.

#### **THE LEADER**

The **Director of Enrollment Management** will develop and articulate a vision for all aspects of enrollment management within the contemporary landscape of independent education. In partnership with the head of school, this leader will serve as the ultimate steward for this vision and orchestrate the action steps associated with it in a manner that engages our entire school community while prioritizing and reflecting an immovable and ardent commitment to inclusivity and belonging.

This visionary, confident, and inspiring Director will, among other aspects, lead the outreach, recruitment, admissions, and enrollment process for Brooklyn Friends. Leading a talented team and partnering with other leaders within the school, the Director will ensure that our school is thriving as reflected in the students and families already within our community and those seeking to learn more/become a part of it. Ensuring that our school's mission is centric to all enrollment management effort, and in collaboration with

the Advancement and Communications Teams, the Director will steadily evaluate the effectiveness of the current marketing and communications efforts and conceive of the ways in which we can boldly step beyond our status quo and engage new possibilities to relay the truly lived story of Brooklyn Friends and its correlated value proposition to those within and beyond our community. Serving as a local and national leader, the Director will use their skills and connected vision to share knowledge and practice in ways that positively influence the enrollment management landscape for all interested in growth.

The Director will work with all school constituencies, including colleagues, leadership, trustees, families, alumni and alumni families and colleagues, to create a compelling process and level of attentiveness that will satisfy the robust strategic vision and associated enrollment goals of the Brooklyn Friends School.

### **Qualifications and Characteristics Sought:**

#### **Educational Leadership**

- Ability to develop and implement short and long-term strategic goals and further track meaningful and measurable outcomes within the full scope of enrollment management at Brooklyn Friends
- Professional record that demonstrates a strong ability to work collaboratively, sensitively, and effectively with all constituencies in a diverse community that is open and willing to delve into complex and promising points of exploration
- Demonstrated experience with the development of local partnerships that offer opportunities for innovative and experiential collaboration and experienced and/or interested in establishing meaningful partnerships on a global level within the realm of enrollment

#### **Justice Focused Leadership**

- A skillful educational and thought leader whose strategic thinking, lived experiences, and passion have meaningfully and positively engaged diverse and inclusive communities
- Strong presence and an ability to inspire open, productive, and challenging conversations, which punctuate our insistence and focus on partnering with community members within and outside of our community with an uncompromisable, inclusive and antiracist construct of admissions/enrollment/retention/marketing/financial aid
- Possess knowledge of and experience in facilitating points of engagement in the work of enrollment management grounded in mutual respect and appreciation/inclusion of difference. Ability to facilitate expanded growth of community members via this lens.
- Knowledgeable in research, data acquisition and analysis, and successful implementation of strategies currently shaping effective and emboldened

enrollment management work in Prek-1 independent schools and colleges/universities

### **Management Proficiency**

- A highly adept and efficient decision maker and skilled communicator who seeks broad input and is known for transparency and collaboration
- Demonstrated success with carrying out strategic goals and initiatives and in leading teams
- Program development experience from conception to delivery of ideas
- Project management skills in implementing multi-layered and intersectional programs, supervising personnel, and managing a budget

### **Personal Qualities and Professional Requirements**

- Minimum 5 years of admission /enrollment management experience
- Master's preferred, preferably in education and/or educational administration or other related/applicable fields
- Demonstrated commitment to equity and justice and ability to examine constructs of identity, power, and privilege as it relates to all aspects of enrollment management
- Impactful supervisory skills with ability to coach, encourage and motivate Enrollment team through the admission and enrollment process
- Collaborative, unifying skills in working with peers, leadership and other key constituencies to advance the mission of the School
- A passion for working with students, from toddlers to adolescents, and their families and experience in successful outreach to multi-faceted and diverse communities
- Excellent leadership abilities, interpersonal and collaborative skills, speaking and writing skills, strong listening skills, organizational skills, and the ability to follow through required
- A detailed thinker with the ability to work independently as well as collaboratively, flexibly, and thoughtfully in a fast-paced and ambitious environment with minimal supervision
- An appreciation for the ideals of Quaker philosophy and Brooklyn Friends School's mission. Comfort with and desire to learn more about Quaker values and decision-making practices
- A leader with high character and impeccable integrity with the ability to handle sensitive information with discretion and tact
- A dedicated lifelong learner

***To apply, please provide the following:***

1. Resumé/Curriculum Vitae – Candidates are encouraged to include hyperlinks to applicable examples of their work in their professional journey.
2. A Personal Statement/Cover Letter addressed to Head of School, Crissy Cáceres, that expresses the ways in which your journey has demonstrated the school's pillars of Equity and Inclusion, Quakerism, and Service Learning/Civic Engagement and how you see yourself further making them actionable within the context of your leadership as Director of Enrollment Management.
3. List of four references with name, title, relationship, and contact information
4. Optional: Any other documents/artifacts from your experience that you think represent you in an authentic manner
5. Email the above as attachments or (if possible) one comprehensive PDF to [hr@brooklynfriends.org](mailto:hr@brooklynfriends.org). **Please put as subject line, Dir. of Enrollment Management.** Thank you!