

Director of Auxiliary and Summer Programs

About St. Anne's-Belfield

Since 1910, St. Anne's-Belfield School has been committed to nurturing the whole student: body, heart, mind, and soul. As the largest independent school in the college town of Charlottesville, Va., our 900+ students, age 2 through Grade 12, inspire us each day as we aspire to educate the next generation of exemplary citizens and visionary leaders.

As a member of our school community, you'd be joining a team of people who are passionate about their roles and contributing to a community of purpose and belonging. Those who thrive at St. Anne's-Belfield are people who, as outlined in our Portrait of a Graduate, pursue knowledge to generate impact, seek to engage diverse perspectives and practices, engage in reflection, demonstrate moral character and integrity, and work to understand and meet the needs of the community.

Our two beautiful campuses on 55 acres serve as vibrant hubs for curiosity, creativity, and academic excellence. This is perfectly complemented by our location in Charlottesville, one of the top 5 happiest cities in the U.S., as recognized by National Geographic and Outside Magazine. Opportunities abound to connect with nature, enjoy arts and culture, engage with the University of Virginia, only one mile away, and explore American history both within our region or Richmond (one hour by car) and Washington, D.C. (two hours by car).

If you're looking for a dynamic learning environment where your contributions help spark each child's potential, we invite you to consider a career with St. Anne's-Belfield. We at St. Anne's-Belfield School believe it is the quality and passion of our people that set us apart. We seek to hire the best teachers, administrators, staff members, and coaches to support our student body by offering a competitive benefits package and providing a wonderful working environment.

About This Role

We're looking for an entrepreneurial leader who thrives at the intersection of innovation and execution. As Director of Auxiliary and Summer Programs, you'll shape the future of our auxiliary, summer, and experiential programs—building on what works, reimagining what doesn't, and creating new opportunities that serve our community while advancing our mission.

This isn't a role for someone who wants to maintain the status quo. We need a strategic thinker who can see possibilities in our assets—our people, our facilities, our reputation—and turn that vision into thriving programs. You'll lead summer camps, after-school programs, facility rentals, and our campus store, while constantly asking: What else could we do? Who else could we serve?

What You'll Do

Strategic Vision & Growth

- Design and implement a multi-year strategic plan for auxiliary programs that aligns with and advances the school's mission by generating revenue, deepening community engagement, creating new opportunities for students, and supporting key strategic priorities related to the school's people and programs.
- Think expansively about new program offerings, partnerships, and uses of campus resources during non-academic periods
- Identify market opportunities and build programs that respond to family needs and community demand
- Regularly evaluate programs using enrollment data, participant feedback, and financial performance to drive continuous improvement
- Partner with the Assistant Head of School and other campus stakeholders to consider opportunities for new experiential programs for currently enrolled students.

Program Leadership

- Oversee all summer camps, after-school enrichment, facility rentals, campus store operations, and selected experiential programs for current students.
- Lead the end-to-end lifecycle of programs: concept development, scheduling, registration, execution, and assessment
- Ensure every program reflects our values, maintains exceptional quality, and prioritizes risk management
- Build systems and processes that allow programs to scale efficiently

Financial Management

- Develop and manage budgets with a focus on profitability and sustainability
- Monitor revenue and expenses monthly; adjust strategies to meet or exceed financial targets
- Set pricing strategies in collaboration with senior leadership
- Generate regular financial reports that inform decision-making
- Oversee all store operations: vendor relationships, inventory, merchandising, and online sales

People Leadership

- Recruit, hire, train, and supervise full-time, seasonal, and student staff across all programs
- Create a culture of excellence, collaboration, and mission alignment among your team
- Provide clear expectations, regular feedback, and professional development opportunities
- Partner with HR to ensure all hiring, background checks, and compliance requirements are met

Operations & Customer Experience

- Manage all technical workflows in registration systems (CampBrain)
- Serve as the primary point of contact for families, renters, and program participants—delivering exceptional customer service
- Coordinate with Facilities, Security, Dining, IT, and other departments to ensure seamless operations
- Maintain comprehensive records, contracts, incident reports, and compliance documentation

Marketing & Community Engagement

- Collaborate with Marketing and Communications to promote programs through digital, print, and social channels
- Build relationships with school families, community organizations, and external partners
- Work with Admissions to position auxiliary programs as pathways for prospective families
- Represent the school at community events and professional conferences

What We're Looking For

Must-Haves

- **5–7 years of program management experience**, ideally in education, camps, or youth-serving organizations
- **Proven track record** managing revenue-generating programs with increasing responsibility
- **Entrepreneurial mindset** with comfort building new initiatives from the ground up
- **Strong people skills**: You can connect authentically with students, parents, staff, and external partners
- **Financial acumen**: Budget creation, P&L management, and data-driven decision-making

- **Exceptional organizational skills** and the ability to juggle multiple priorities without dropping the ball
- **Excellent written and verbal communication**—you can craft a compelling email, lead a meeting, and de-escalate a concerned parent
- **Tech-savvy**: Proficiency with Google Workspace, CampBrain, Square, and database management
- **Flexibility**: Evenings and weekends are occasionally part of the job
- **Bachelor's degree**

Nice-to-Haves

- Experience with facility rentals, contract negotiation, or retail operations
- Background in marketing or enrollment management
- Experience in independent schools or mission-driven organizations
- Experience designing and delivering experiential learning opportunities
- Wholesale or Retail experience, understanding of open-to-buy, sell-thru and turn

Who You Are

- **Entrepreneurial**: You see opportunities where others see obstacles
- **Strategic**: You connect daily tasks to big-picture goals
- **Collaborative**: You build trust across departments and bring people along on the journey
- **Energetic**: You bring enthusiasm and positivity to your work
- **Adaptable**: Change doesn't intimidate you—it excites you
- **Detail-oriented**: You know the little things matter
- **Scrappy**: You think on your feet and figure out novel solutions
- **Mission-driven**: You care deeply about creating meaningful experiences for children and families

Why You'll Love This Role

This is a rare opportunity to build something. You'll have the autonomy to innovate, the resources to make an impact, and the support of school leadership who value your expertise. You'll see your ideas come to life—whether that's launching a new camp, redesigning the school store, or forging a partnership that brings new families into our community. You'll work with curious students, passionate educators, and families who are invested in their children's growth. And you'll go home knowing that the programs you've built are generating revenue that supports our mission while creating joy, learning, and connection.

What We Offer

- Competitive annual salary, based on experience
- Generous PTO – up to 6 weeks vacation + 3 personal days annually
- Shared cost high-quality medical, dental, and vision insurance
- School paid short-term and long-term disability and life insurance
- Retirement plan with a match
- Supplemental insurance policies
- Flexible Spending Account (FSA) / Health Savings Account (HSA)
- Discounted gym membership
- Employee Assistance Program (EAP)
- Tuition remission for children enrolled at the school (Three years through Grade 12 only)
- Free after-school care (3 – 5:30 p.m.) for Three years through Grade 8
- Free lunch when school is in session
- 20% discount at the St. Anne's-Befield School store

Position Type: Full-Time, 12-Month

Reports To: Assistant Head of School