

Director of Enrollment Management

Merion Mercy Academy, an independent Catholic college preparatory school for girls in grades 9-12 outside Philadelphia, Pennsylvania, seeks an experienced enrollment management professional to lead a comprehensive, data-driven enrollment management program.

The Director of Enrollment Management (DEM) acts as a key strategic leader responsible for the entire student lifecycle, bridging the gap between operational recruitment activities and high-level institutional goals for growth and retention. Combining data-driven research with market trends to inform decision-making, the DEM ensures that recruitment and retention strategies are effective and aligned with the institution's mission. The Director of Enrollment Management is responsible for implementing a strategic program to market Merion Mercy Academy (MMA) to prospective families; and ultimately, for enrolling new students in numbers sufficient to meet the goals of the School. The DEM will collaborate with the Senior Administrative Team to develop and execute these responsibilities. The Director of Enrollment Management commits to the mission of Catholic education in the Mercy tradition.

The Director will lead a collaborative and coordinated all-school effort to convey Merion Mercy's unique value to the marketplace to attract, enroll, and retain a mission-appropriate, diverse, and inclusive student community. The DEM will lead a personalized admissions and enrollment process and play a vital role in the school community, expanding the community's understanding of enrollment management through implementation of positive engagement, recruitment, and retention practices. The Director will provide input to drive decisions in support of marketing, academic, and student life programs and develop productive partnerships with internal school-wide departments and key external referral sources to achieve annual enrollment goals and implement growth strategies to meet future enrollment targets.

Reporting directly to the President, the Director's duties include but are not limited to:

- Deliver annual enrollment goals as set with the President in accordance with the school's mission.
- Work with the President and Chief Financial Officer to create, oversee and direct the school's enrollment and financial aid budgets and strategies.
- Formulate strategic, forward-thinking, data-driven enrollment policies built on best practices to recruit and retain students.
- Use data models and statistical information regarding the school's enrollment trends and utilize them in decision-making about enrollment strategy, resource use, and planning efforts.
- Serve as a brand champion, enthusiastic school ambassador and affable relationship-builder who is skilled at forming new community connections in service to the school.
- Strengthen marketing outreach to broaden the school's appeal and find new markets.
- Initiate research studies/projects which aid in understanding the effects and outcomes of admissions and financial aid policies and practices.
- Responsible for the day-to-day work of admissions, including recruitment, interviewing and reviewing applications and directing the admission process.
- Supervise and enhance summer programs.
- Engage in the life of the school in a way that promotes the mission of the School.
- Work with the Advancement Committee of the Board of Trustees in support of annual enrollment goals.
- Collaborate with the Director of Marketing and Director of Communications to develop and oversee all admissions publications and recruiting materials.
- In collaboration with the Director of Marketing and Director of Communications develop the annual marketing and admissions communication plan.

- Supervise the staff within the Admissions Department who have primary responsibility for database management, student and parent ambassador programs, partnership school programs, visitor programs and scheduling, and admission events.
- Sits on the Financial Aid committee with the objective of awarding scholarships and financial aid in accordance with overall enrollment management goals.
- Prepares annual departmental budget.

Competencies

- An entrepreneurial mindset and collaborative spirit with an ability to formulate effective approaches to enrollment management, market strategies, and the admissions process.
- Outstanding communication skills, both written and spoken.
- An intuitive understanding of data, and success managing an admissions database.
- Experience with financial aid, both need-based and merit-based.
- The ability to think critically, creatively, and strategically.
- Strong interpersonal, organizational, and managerial skills.

Requirements

- A minimum of five-years' experience in admissions and financial aid, and/or communications marketing, in an independent school or college, which must include prior leadership experience.
- A bachelor's degree (required) or a master's degree (strongly preferred).
- A willingness to support the values and traditions of a Catholic, Mercy school.

Founded in 1884 by the Sisters of Mercy and located on a beautiful 12-acre campus on Philadelphia's Main Line, Merion Mercy currently enrolls over 400 students from diverse geographic areas and socioeconomic groups. Merion Mercy's academic program consistently challenges each student to prepare for college and a lifetime of service, thus developing competent and compassionate women for the future. Merion Mercy's faculty and staff are committed to providing a holistic education that not only stresses academic and personal excellence but also encourages all students to "Live Mercy and Seek Justice," an educational philosophy that builds a true sense of sisterhood that extends beyond the classroom.

Merion Mercy Academy embraces diversity and inclusion through its mission, Mercy identity and student body. Merion Mercy Academy is committed to providing an educational and working environment that is free from harassment and discrimination. Members of the community, applicants for employment or admissions, guests and visitors have the right to be free from harassment or discrimination based on race, color, religion, ancestry, gender, sex, pregnancy, sexual orientation, gender identity or expression, age, disability, genetic information, national origin, veteran status, or any other status protected by applicable law.

Merion Mercy Academy does not discriminate on the basis of race, gender, sexual orientation, or national and ethnic origin in the administration of its hiring practices.

Interested candidates should send a resume, cover letter, and statement of educational philosophy along with contact information for three professional references to Anne Gregg, Executive Assistant to the President at agregg@merion-mercy.com.

More information about working at Merion Mercy Academy can be found at: www.merion-mercy.com/careers.