

**Director of Enrollment Management
(Interim with potential to continue) 2026 -2027**

At Children's Day School, what you learn and who you become are equally important.

Children's Day School (CDS) is a welcoming community in the big city, a farm and garden among urban streets, an advocate for change and uplifting progressive values, an independent school with down-to-earth values, and an institution that is always asking how we can do this better.

We strive for balance so students become both academically successful and grounded. They leave CDS confident, with the humility to listen and the resolve to speak up for what they see as right.

CDS is a coeducational preschool through eighth grade school serving over 450 students in the Mission Dolores neighborhood of San Francisco with two campuses, two sheep, and lovely people.

To learn more about CDS, visit our website at www.cds-sf.org.

Summary

The Interim Director of Enrollment Management is a key member of the school's leadership team, responsible for leading a comprehensive and mission-aligned enrollment management program that supports the recruitment, enrollment, retention, and onboarding of students in preschool through 8th grade. Reporting directly to the Assistant Head of School, the Interim Director provides strategic leadership grounded in relationship-building, data-informed planning, and a deep understanding of the school's mission, values, and community.

The Interim Director oversees the Assistant Director of Enrollment Management and collaborates closely with school leadership, faculty, families, and the Board of Trustees to ensure the continued strength, accessibility, and vibrancy of the school community during the interim leadership period. This is a fulltime, 12month exempt position. Some evening and weekend work is required. The primary job duties for the position are set below, but include other duties assigned by the employee's supervisor or manager.

Responsibilities

Leadership & Strategic Enrollment Management

- Provide strategic leadership for all aspects of enrollment management, including recruitment, retention, re-enrollment, and new family onboarding.

- Continuously evaluate a multi-year enrollment strategy informed by data analysis, market trends, demographic shifts, and institutional priorities.
 - Establish, articulate, and continually refine admission policies, practices, and procedures that reflect the school's mission, values, and commitment to belonging.
 - Partner closely with the Assistant Head of School, Director of Finance & Operations, and Board Finance Committee to establish enrollment goals and support long-term financial sustainability.
 - Prepare and support the presentation of enrollment reports, planning documents, trend analyses, and dashboard metrics to the school's leadership team and Board of Trustees.
 - Monitor retention and attrition trends across grade levels and collaborate with division leadership and student support teams on proactive retention strategies.
 - Manage the admission department budget and strategically allocate resources to support enrollment priorities and outreach efforts.
 - Represent the school at local and national organizations and conferences, including AISAP, EMA, and BADA, to remain informed of enrollment trends and best practices in independent school admissions.
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Admissions Leadership & Operations

- Lead the full admissions process from inquiry through enrollment, ensuring a thoughtful, relationship-centered experience for prospective families.
 - Oversee all admission-related events and processes, including tours, open houses, student visits, family interviews, and welcome events.
 - Lead the parent/guardian interview process in collaboration with school leaders, facilitating thoughtful admissions conversations and candidate evaluations.
 - Partner with faculty and administrators to guide the admissions review and decision making process and thoughtfully shape mission-aligned student cohorts.
 - Supervise and mentor the Assistant Director of Enrollment Management, providing leadership, support, and clear operational direction.
 - Recruit, coordinate, and support parent/guardian volunteers involved in admissions programming and outreach.
 - Oversee the management of applications, records, evaluations, communications, and enrollment systems to ensure efficiency, responsiveness, and confidentiality.
 - Lead outreach and relationship-building efforts with current and prospective families throughout the admissions and enrollment process.
 - Design and lead a welcoming and onboarding experience that helps new families feel connected and integrated into the school community.
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Marketing, Communications & Community Engagement

- Collaborate closely with the Director of Communication and Director of Advancement to ensure a unified and compelling message about the school's mission, values, educational program, and community experience.
 - Partner on the development of strategic marketing and communication plans that strengthen enrollment, retention, and community connection.
 - Identify and explore emerging technologies, communication strategies, and outreach opportunities that enhance the school's visibility and reputation within San Francisco and beyond.
 - Represent the school at admission-related events and community engagement opportunities, including fairs, school partnerships, and outreach programs.
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Data, Systems & Enrollment Analysis

- Analyze enrollment, inquiry, retention, and demographic data to inform strategic planning and decision-making.
 - Oversee annual admission and exit surveys and use findings to evaluate and strengthen enrollment and retention practices.
 - Manage the sibling admissions and re-enrollment processes in partnership with the Assistant Director of Enrollment Management.
 - Utilize enrollment management systems and CRM tools effectively to support communication, reporting, and long-term enrollment strategy.
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The Ideal Candidate Will Demonstrate

- A strong commitment to being part of a learning community where the people, culture, and curriculum reflect the racial, ethnic, economic, and family diversity of San Francisco.
- Exceptional relationship-building and interpersonal communication skills with the ability to engage authentically with students, families, faculty, staff, and trustees.
- Strategic thinking and the ability to translate enrollment data and trends into actionable institutional initiatives.
- Strong organizational leadership, operational management, and follow-through.
- Warmth, professionalism, discretion, and the ability to navigate sensitive conversations with empathy and care.
- A collaborative leadership style and commitment to supporting the growth and development of others.
- A commitment to equity, belonging, and inclusive enrollment practices.

Qualifications

- Bachelor's degree required; advanced degree preferred.
- Minimum of five years of leadership experience in admissions, enrollment management, or a related relationship-centered field such as education, hospitality, or community engagement.
- Experience in independent schools preferred.
- Demonstrated experience managing teams, projects, and cross-functional collaboration.
- Familiarity with enrollment management systems and CRM platforms; experience with Ravenna, Blackbaud, or similar systems preferred.
- Spanish language proficiency preferred.

Compensation

The annual salary range is \$150,168 to \$166,854. Salary is based on experience. Robust benefits are offered, including excellent medical plan, dental, and vision insurance; generous paid time off; tuition remission; education reimbursement and professional development; and an employer-paid retirement plan.

CDS is an equal opportunity employer. Our community is diverse in many ways, inclusive of race/ethnicity, sexual orientation, gender spectrum, age, ability, and more. We welcome and value the same in our faculty and staff.

Clearance Requirements

- TB Assessment
- Live Scan background check
- Eligible to work in the U.S.

Contact Information

<http://careers.cds-sf.org/>