

Marshall School

Director of Enrollment

Position Summary

The Director of Enrollment will provide visionary, strategic, and operational leadership in support of Marshall School's domestic enrollment efforts. Marshall School is a 4-12 independent school in Duluth, Minnesota, serving students and their families from around the region, as well as the 30-40 international students yearly who live in our on-campus residence hall. The school is a vibrant, engaging center for innovative learning and exploration. Marshall's mission, "to educate students to become global citizens who demonstrate strong academic habits, respect, compassion, integrity, self-discipline, and intellectual curiosity" is woven into every aspect of daily life at Marshall School. Working closely with the Head of School, Associate Head for External Relations, and the Business Office, the Director of Enrollment will understand the benefits of an independent school education, and will articulate Marshall's vision, mission, and opportunities in a compelling way.

Essential Duties and Responsibilities

- Serve as the chief spokesperson for the school during the admissions process. Understand the unique culture, offerings, and needs of Marshall School. Advocate for qualified prospective students, and clearly articulate to families the advantages and opportunities inherent in the Marshall experience.
- Oversee and set enrollment goals using an approach that accounts for Marshall's business plan, board and administration goals, the specific attributes of the Twin Ports market, and takes marketing research into consideration.
- In close collaboration with the external relations team, assist in developing an enrollment marketing strategy that considers demographic research, market drivers, enrollment trends, and the unique needs of Marshall School. Remain informed of demographic trends and use market research to identify new target markets, better penetrate existing markets, and inform strategic decision-making. Marketing includes internal and external branding and messaging, and retention as well as recruitment.
- Develop creative strategies for identifying and engaging diverse constituencies.
- Communicate clearly and regularly, keeping the external relations team and administration informed of all relevant enrollment information.
- Assure effective planning processes are established for strategy development, goal setting, reporting, metrics, and evaluation of results. Keep relevant statistics on all aspects of the admission and re-enrollment program.
- Exercise expertise in evaluating and realigning structure and processes needed to meet objectives.

- Build and maintain strong, collaborative on-campus relationships with faculty, staff, and families.
- Employ financial aid in optimizing enrollment to attract the range of students necessary to build a diverse, engaged school community. Responsible for the annual distribution of more than \$2 million in financial aid assistance.

Skills and Qualifications

- Bachelor's degree; master's degree preferred.
- Superb management, strategic, analytical, and communications skills.
- Broad-based understanding of marketing that allows one to further an organization's brand using increasingly varied methods including social media and inbound marketing.
- Ability to collect, analyze, and synthesize information from many sources.
- Highly innovative and creative.
- Self-confidence, with a keen sense of presence.
- A team player, playing a team support role when needed.
- Strong problem-solving and decision-making skills; sound sense of judgment.
- Results-oriented and personally accountable for expectations, timelines and measures.
- Comfort with ambiguity and ability to self-motivate.
- Proven ability to thrive in a challenging market, including affinity for employing creative and innovative strategies.
- Talent for building relationships with community partners and feeder schools.

Salary and benefits will be competitive regionally for independent schools.

Please direct all inquiries to:

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Marshall is an equal opportunity employer committed to enriching education and promoting opportunity through a culturally diverse faculty, staff and student body. Candidates of diverse racial, ethnic, and cultural backgrounds and persons with disabilities are strongly urged to apply.