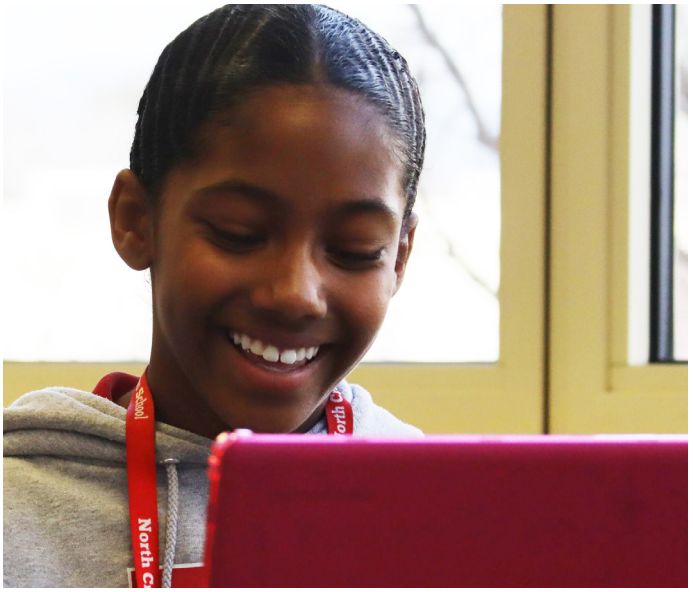
NORTH CROSS SCHOOL

DIRECTOR OF ENROLLMENT MANAGEMENT

POSITION DESCRIPTION

North Cross School seeks a dynamic, strategic, and experienced Director of Enrollment Management to lead our admissions, financial aid, and marketing operations into an exciting next chapter. This individual will report to the Head of School. The position is open immediately with a negotiable start date up to July 2027.

Inheriting a high-functioning, dedicated team and following a successful tenure by the previous Director, the incoming leader will step into a position of strength. With record-breaking enrollment, stable institutional foundations, and a nimble, forward-thinking executive leadership team, this role is a rare opportunity for a seasoned professional to manage intentional growth, innovate recruitment strategies, and elevate the school's brand. The ideal candidate will be a compelling storyteller who can seamlessly weave together enrollment strategy with marketing and communications to articulate the unique value of the North Cross experience to local, national, and international markets.



WHAT YOU WILL DO

Strategic Enrollment Management & Financial Aid

- Lead Recruitment & Retention: Formulate, execute, and evaluate a comprehensive enrollment management plan for both day (PreK-12) and boarding populations.
- Data-Driven Decision Making: Utilize data, market research, and demographic trends to project enrollment, track admissions metrics, and adjust strategies dynamically.
- Financial Aid Strategy: Oversee the administration of the financial aid budget, ensuring policy compliance, equity, and the strategic use of funds to meet enrollment and net-tuition revenue goals.
- Manage Growth & Alignment: Maintain the school's current enrollment momentum while ensuring that newly admitted students align with the mission, academic standards, and community values of North Cross.

Marketing, Communications & Storytelling

- Brand Leadership: Direct the school's marketing and communications strategies to elevate North Cross's profile regionally, nationally, and globally.
- Integrated Messaging: Partner with the communications team to ensure consistent, compelling messaging across the website, social media, print collateral, and digital advertising.
- Community Engagement: Act as a primary ambassador for the school, engaging effectively with prospective families, alumni, feeder schools, and community organizations.

Team & Institutional Leadership

- Empower a High-Functioning Team: Manage, mentor, and inspire a talented, established admissions, financial aid, and marketing/communications staff, fostering a culture of collaboration, excellence, and professional growth.
- Executive Collaboration: Serve as an active, collaborative member of the Executive Leadership Team, contributing to school-wide strategic planning and institutional decision-making.
- Board Reporting: Present regular, clear updates on enrollment data, financial aid forecasting, and market trends to the Head of School and the Board of Trustees.

WHO YOU ARE

- Independent School Experience (Required): A proven track record of success within independent school admissions, enrollment management, or financial aid.
- Leadership: Experience managing teams and working collaboratively within a senior or executive leadership structure.
- Dual Market Familiarity: Experience or deep familiarity with the distinct nuances of recruiting both local/regional day students and national/international boarding students.
- Marketing & Tech Savvy: Strong understanding of modern digital marketing, CRM platforms (e.g., Blackbaud, Hubspot, Finalsite), and data analytics.
- Exceptional Communication: Outstanding public speaking, writing, and interpersonal skills, with a natural ability to connect authentically with diverse constituencies.
- Educational Background: Bachelor's degree required; Advanced degree in a relevant field preferred.

WHAT MAKES THIS OPPORTUNITY UNIQUE

A Legacy of Success: You are inheriting a healthy admissions program with robust processes already put in place by a successful predecessor and high-functioning team.

A Culture of Momentum: While many schools face enrollment challenges, North Cross is celebrating record enrollment. Your task is to innovate, manage this growth sustainably, and decide what comes next.

A Nimble Leadership Environment: Work alongside an agile, supportive, and forward-thinking executive team where bold ideas are welcomed, and decisions can be made efficiently.

The Roanoke Advantage: Located in the beautiful Blue Ridge Mountains, Roanoke offers a high quality of life, a vibrant community, and an outdoor-centric lifestyle, making it an easy sell for prospective boarding and day families alike.

ABOUT NORTH CROSS

North Cross's next Director of Enrollment Management will help lead a thriving school community. As the premier nonsectarian, independent school in the Roanoke Valley serving over 600 students in JK3 through 12th grade, North Cross enjoys a healthy enrollment, an engaged parent and alumni community, a joyful and dedicated student body, and an outstanding teaching faculty. The school's annual giving contributes over $1,000,000 to the operational budget. Our most recent capital campaign, The North Cross Legacy Campaign, raised over $13 million, which transformed the campus with a renovated Upper School, a new Student Commons and Library, as well as an Administrative wing. A beautiful new green space in the heart of campus connects all academic divisions.

North Cross boasts a strong reputation for its impressive academic programming and robust arts and athletic programs. Foundational to the student experience is North Cross's Honor Code, its student leadership initiatives, and its international programming. As a mission-driven institution, North Cross is committed to character education and developing leaders in local and global communities. Its emphasis on global programming includes an international campus in Shanghai as well as an international and domestic boarding program located in downtown Roanoke.

TO APPLY

Interested candidates should submit a cover letter detailing their interest and fit for the role, a current resume, and a list of three professional references to: Armistead Lemon, Head of School, at alemon@northcross.org and copy Lil Bonnette, Executive Assistant, at lbonnette@northcross.org.

North Cross School

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