Position Announcement

Director of Enrollment Management and Tuition Assistance
Castilleja
Palo Alto, California
castilleja.org
Start Date: July 2024

Overview

Castilleja is the only 6–12 nonsectarian school for girls in Northern California, serving 416 students in the heart of Silicon Valley in Palo Alto. The consummate educators at Castilleja inspire intellectual curiosity, nurture belonging, and empower girls to explore bold questions. Graduates leave with perspective and the knowledge they need to lead for good in a diverse world, fully understanding that they not only deserve a seat at the table, but they are also capable of chairing that table.

Situated on just over six acres in and organized around "the Circle," the greenspace at the center of campus, Middle School (Grades 6–8) and Upper School (Grades 9–12) students benefit from being steps away from the vast and varied resources of Stanford University, just down the road from the world's tech giants, including Apple, Google, and Meta, and within reach of two major cities, San Francisco and San Jose. Sixty-nine percent of students self-identify as people of color, and drawing from 31 communities through the Bay Area, they speak 21 languages at home. Twenty-one percent of students receive tuition assistance, with an emphasis on first-generation families.

Castilleja seeks an experienced and energetic enrollment leader who will serve as a strategic partner to the Head of School and continue the strong work of the existing Admission team, building on an already strong strategic approach to recruitment and enrollment. The successful candidate will embrace the opportunities in a school culture that is dynamic, energetic and leans towards innovation.

Mission
Castilleja School educates motivated young women to become confident thinkers and compassionate leaders with a sense of purpose to effect change in the world.

At a Glance
Established: 1907

Enrollment: 416

Students of color: 69%

Total faculty: 62

Faculty of color: 39%

Faculty with advanced degrees: 87%

Student/teacher ratio: 7:1

Financial aid budget: $4.1M

Students receiving aid: 21%

Endowment: $70M

Annual operating budget: $31.1 million

Campus size: 6 acres

Learn More
Click on the links below to learn more about Castilleja.

School Website

Diversity, Equity, Inclusion, and Justice

Discover Castilleja

School Profile

Position Description

Reporting to the Head of School, the Director of Enrollment Management and Tuition Assistance is responsible for managing all facets of the admissions process in the school's effort to attract and enroll a diverse and dynamic student population. The Director of Enrollment Management and Tuition Assistance ensures the long-term health of the student body and broader alumni/ae base by coordinating the tracking of prospective students from applicant to enrollment and beyond (admission), the analysis of data that affect enrollment (research) and the marketing efforts to attract new families to the school.

Key Responsibilities

In collaboration with colleagues, and under the supervision of the Head of School, the Director of Enrollment Management and Tuition Assistance responsibilities include:

- Contribute to the mission and standards of the school by recruiting and retaining students who will benefit from the school's unique culture and programming and who will contribute to the school community;

- Present the school to prospective students and parents, which includes systematic and efficient handling of applications and communication with candidates and their parents; organizing tours, interviews, campus visits, Open House events and school fairs; securing application components – references and required school documents; conducting and/or arranging for math, reading and writing assessments where suitable; and communicating final decisions to appropriate individuals;

- Manage the admissions office, including the budget;

- Work with Communications to create appropriate admissions marketing materials, mailings, social media posts, and publications;

- Evaluate the admissions and marketing program with the goal of maintaining a capacity enrollment of qualified students and a wait-list of qualified applicants;

- Manage the re-enrollment of current students for the succeeding year, including assisting families in decision-making and support;

- Oversee the network of volunteer students, parents, and alumnae who assist in the admissions program;

- Produce reports of the relevant statistics on all aspects of the admissions and re-enrollment process;

- Ensure strategic marketing of Open House and admissions events;

- Communicate clearly and enthusiastically to all staff and prospective families;

- Represent the school at various gatherings and conferences;

- Oversee and run the Financial Aid Committee;

- Organize the Buddy Family Program.

Location

Located in a beautiful neighborhood in historic Old Palo Alto, Castilleja is situated on 6 acres and the school has recently gained city approval of a new Master Plan to modernize the campus and gradually increase enrollment. The city of Palo Alto is known as the birthplace of Silicon Valley. Home to the headquarters of multiple tech companies and world-class education options, including Stanford University, Palo Alto is anchored by a vibrant downtown and its own waterfront. The city has a unique character that beautifully blends its business and residential areas, and prides itself on being a walkable city with a robust network of bike lanes and paths.

Qualifications

- Bachelors degree required, MA preferred;

- 5 to 7 years of experience in an admission function in an educational setting;

- Strategic thinker with a "can-do" style;

- Proven success in a prior administrative leadership role, preferably working with a board/school committee;

- Experience working with and motivating volunteers and staff members;

- Ability to work collaboratively with other school community members/volunteers;

- Knowledge of Microsoft Word, PowerPoint, and Excel required; comfort with technology, especially with the school's admissions database;

- Exceptional writing and communication skills;

- Excellent time management skills; detail and goal-oriented;

- Strong interpersonal skills and the ability to work well with all the school's constituents while maintaining strict confidentiality;

- Solid organizational and problem-solving skills;

- Ability to work independently;

- Highly resourceful and motivated – a "self-starter" with infectious energy and enthusiasm;

- Exemplary work ethic;

- Ability to maintain the confidentiality and private nature of such information with the utmost good faith, especially as it pertains to student, family and other proprietary and protected information.

To Apply

Castilleja has retained The Baker Group/Carney Sandoe & Associates to assist in the recruitment of the Director of Enrollment Management and Tuition Assistance Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents.

- A cover letter expressing their interest in this particular position;
- A current and thorough résumé of no more than four pages;
- A writing sample, such as a parent/guardian communication, newsletter, open house speech, blog, or article;
- Contact information for three professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Send these materials to:

Christine Baker
President, The Baker Group;
Leader, Admission & Enrollment
Management Practice,
Carney, Sandoe & Associates

chris.baker@carneysandoe.com

Lisa Parsons
Consultant,
Carney, Sandoe & Associates

lisa.parsons@carneysandoe.com

Cathy Shelburne
Consultant and Executive Coach,
Carney, Sandoe & Associates

cathy.shelburne@carneysandoe.com

The full-time equivalent salary range for this position is $180,000-210,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.