 POSITION ANNOUNCEMENT  
Director of Enrollment Management and Strategy  
Merion Station, Pennsylvania

Job Summary

The Director of Enrollment Management and Strategy at Merion Mercy Academy, an independent Catholic girls’ high school grades 9-12 on the Main Line of Philadelphia, is responsible for leading the strategic and operational components of enrollment, developing the research necessary to inform decision making, as well as the oversight of student recruitment, financial aid, and enrollment efforts. Merion Mercy is looking for an experienced enrollment management professional to lead the transition of the school to a comprehensive, data-driven enrollment management system. As a member of the Senior Leadership Team, the Director will work with the Head of School and an internal team that will include the Director of Admissions, Development Director, Director of Strategic Finance, and Director of Marketing and Communications to develop and implement strategy.

Located seven miles from Center City Philadelphia in the beautiful community of Merion Station, PA, Merion Mercy Academy seeks a Director of Enrollment and Strategy, who will report to the Head of School, to implement an enrollment management system. As a Catholic day school of 400 students, Merion Mercy is committed to excellence, embraces the Catholic faith while nurturing reverence for God and the human person, love of learning, and commitment to community life.

Who You Are

You are an experienced educator with a personal commitment to the teachings of the Catholic Church and Mercy Spirituality. You exude warmth and kindness and every interaction you have with constituents builds trust. You have a growth mindset and the ability to model giving and receiving critical feedback to others. You have excellent people skills as well as strong communication and public relations skills, both written and spoken. You have a personal and professional commitment to cultivating diversity and have experience creating an inclusive admissions process. You are strategic minded, are facile with data, and possess strong interpersonal, organizational, and managerial skills. You have a high level of energy, creativity, flexibility, a sense of humor and have outstanding judgment and maturity. You can lead and
execute and have a proven ability to work with colleagues and stakeholders at all levels. You possess 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. You also must possess a bachelor’s degree and preferably a master’s degree too, in education or a related field. You love challenges, thrive in collaborative environments, and balance the challenge and joy of working in an all-girls’ Catholic school. And fortunate for us, you will bring your sense of humor and an element of fun to your life at Merion Mercy.

Job Responsibilities

As the Director of Enrollment Management and Strategy, you 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. You will lead a personalized admission 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. You 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 (parents, alumnae, consultants, etc.) to achieve annual enrollment goals and implement growth strategies to meet future enrollment targets. In addition, you will...

- Set annual enrollment and admission goals, in accordance with the school’s mission, to promote the essential elements of diversity in the student body, based on enrollment goals set by the Head of School and Board of Trustees.
- Be responsible for developing a mission-driven enrollment management system reflective of Mercy values and the Catholic faith.
- Work with the Head of School, Admissions Director, and Director of Finance and Operations to create, oversee and direct the school’s enrollment and financial aid budgets and strategies.
- Communicate regularly to the Board of Trustees about strategy and progress on goals.
- Help to formulate strategic, forward-thinking, data-driven enrollment policies built on best practices that recruit and retain student body in a competitive market.
- 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.
• Understand and inform the Leadership Team, admission staff and community about research, demographics, and other relevant enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
• Manage new student enrollment and the reenrollment of current students by working in close connection with school leadership.
• 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.
• Communicate with internal and external stakeholders to craft a compelling and authentic narrative of the student and family experience at Merion Mercy Academy and develop innovative materials that effectively communicate Merion Mercy’s value proposition.
• 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.
• Be involved in the day-to-day work of admissions (recruitment, interviewing and reviewing application and directing the admission process), working directly with families in coordination with the admission staff.
• Engage in the life of the school in a way that is aligned with skills and interests. And most importantly, play a vital role in the Merion Mercy Academy community and serve as a model of the school’s culture and core values.

You Should Possess

• An entrepreneurial mindset and a willingness to generate and adopt new ideas about enrollment and the enrollment management process.
• A minimum of five years of admission and financial aid leadership experience.
• Outstanding communication skills, both written and spoken.
• An intuitive understanding of data, and success managing an admission 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.
• Warmth, a sense of humor as well as high energy, flexibility, and a collaborative style.
• Knowledge about best practices and a love of collaborating with colleagues.
• A bachelor’s degree (required) or a master’s degree (strongly preferred).
Who We Are

Founded in 1884 and grounded in the teachings of the sisters of Mercy foundress Catherine McAuley and Catholic values, Merion Mercy Academy recognizes the dignity of all people and believes that communities should be full of compassion and hospitality and that no person need be excluded from life-giving opportunities. Merion Mercy believes that a high-quality education is grounded in meaningful relationships, a spirit of partnership, and a belief in the inherent value of every individual and her ability to make the world a better place. In the minds of its students, families, and alumnae, as well as its faculty and staff, the warm and thoughtful Merion Mercy community is its biggest attraction.

Merion Mercy students and alumnae embrace the school motto to “Live Mercy and Seek Justice.”. We weave academic rigor with Catholic values to serve a dual purpose: offering intellectual challenges while also instilling vital emotional and spiritual attributes that empower our students. Our values nurture a reverence for God and the human person, love of learning and a commitment to community life. In this environment, the Director of Enrollment Management and Strategy is charged with leading, inspiring, and collaborating with the entire school community around the recruitment, enrollment and care for students and families, both current and prospective. The Director reflects and communicates the values and perspectives of a Merion Mercy education internally and externally and helps to create and implement strategies to meet the enrollment goals set by the Head of School and Board of Trustees.

Applying for the Position

Merion Mercy has retained The Baker Group, the premier independent school enrollment management consulting firm, to assist in the recruitment of its inaugural Director of Enrollment Management and Strategy.

Interested candidates are asked to submit in an electronic file, their resume, a one to two-page cover letter, and names and contact information of three references directed to Christine H. Baker at: cbaker@thebakergrp.com. Please submit materials by April 7, 2022.

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.