

Position Announcement

Director of Enrollment Management

Lycée Français de San Francisco

San Francisco, California

lelycee.org

Start Date: July 2025



Overview

The Lycée Français de San Francisco (The Lycée), an international school located on three campuses in the Bay Area, provides a rigorous, high quality, multilingual education to approximately 900 students from Preschool (Age 2) through High School. The Lycée truly serves an international community as families represent over fifty nationalities and speak more than 30 different languages. A proud member of the Agency for French Teaching Abroad (AEFE) network of 500 sister schools around the globe, Lycée Français de San Francisco also is an IB Candidate School and is pursuing membership in the 5000+ network of IB World Schools. From Preschool through High School, Lycée Français de San Francisco seeks to instill curiosity, respect, empathy, and excellence – four fundamental values that are relevant to students’ lives in and outside of school. The Lycée’s Preschool program focuses on socialization and inspiring students to question, create, and explore as they develop confidence and individuality. Students can then enter either the French Track that delivers the French national curriculum leading to the French Baccalaureate or starting in 2024, the International Track (or iTrack), offering an outstanding French language acquisition curriculum leading to an International Baccalaureate diploma. Both the French Track and the International Track meet the requirements for a national US high school diploma. In July 2017, Head of School Emmanuel Texier joined Lycée Français de San Francisco, bringing energy and vision to create and implement a strategic plan that included the development of the International Track in response to changing demographics in the Bay Area.

Founded in 1967 by a group of parents and teachers, Lycée Français de San Francisco graduated its first senior class in 1977. Over the past forty-five years, the school has expanded to its current multi-campus plan. In 1986, the school added a North Bay campus that was moved in 2013 to the current Sausalito site, which houses a Primary program (Ages 2 – Grade 5). In 1996, the Lycée acquired its Ashbury campus, which originally served both the Primary and Secondary programs. As the school continued to grow, the Lycée added the Ortega campus in 2005 and moved the Secondary program (grades 6-12) to this location.

Mission and Vision

By emphasizing intellectual curiosity, critical thinking and integrity, Lycée international school prepares students to realize their potential and positively impact their world.

Lycée’s vision is to empower future generations to make meaningful contributions to the world through a multilingual and multicultural education.

At a Glance

Established: 1967

Enrollment: 851

Nationalities represented in the student body: 50+

Languages spoken: 30

Total faculty: 182

Nationalities represented in the faculty: 25

Faculty with advanced degrees: 58
(35 Masters - 6 PhDs - 17 CAPES)

Average class size: 12 to 23 students

Financial aid budget: \$1.8M

Students receiving aid: 16%

Endowment: \$5.3M

Annual operating budget: \$27M

Campuses: 3

Learn More

Click on the links below to learn more about Lycée Français de San Francisco.

[School Website](#)

[Bilingual Education](#)

[Diversity and Inclusion](#)

[College Matriculation](#)

[About San Francisco, California](#)

The Position

Reporting to the Head of School, the Director of Enrollment Management works closely and collaboratively with the Head of School, Director of Communications and Marketing, and the entire administrative team and faculty. Our shared goal is to attract and retain families from the San Francisco and Marin County areas and abroad who, even if not yet familiar with Lycée Français de San Francisco, seek an education for their children that aligns with what we offer: a highly intentional education that cultivates independence, emotional intelligence, rich curiosity, intellectual aptitude, and an instinct toward and capacity for collaboration. The Director of Enrollment Management is part of the Leadership team and works cooperatively with the community towards a positive school climate and the overall promotion of the school.

Key Responsibilities

- Embrace enrollment management, a research-based process that leads to the creation of functions and systems that optimize the quantity, quality, and composition of Lycée Français de San Francisco's student body, while generating the net-revenue required to support the Lycée's financial sustainability.
- Direct and manage the recruitment, admission, enrollment and reenrollment processes.
- Serve as strategic thought partner to the Head of School and participate as a collaborative and engaged member of the senior administrative team.
- Engage fully in the life of the school and maintain deep knowledge of all school programs and activities.
- In partnership with the Director of Marketing and Communications, develop a compelling case for the Lycée and create complimentary print and digital materials for prospective families.
- Work closely with the HOS, CFO, Principals, fellow administration and faculty to develop, organize, lead and support specific retention efforts at key grade levels.
- Maintain and build close and productive relationships with feeder schools, educational consultants, and other referral sources in target markets; create relationships in new markets.
- Lead a team of (currently) two employees to support the admission process.

About the Head of School

Born in Paris and raised in a multicultural French-European background in several parts of mainland France and its overseas territories, Emmanuel first studies English Civilization, Language and Literature at the University of Paris IV Sorbonne, before completing his studies with a Bachelor of Linguistic Engineering (Computer science applied to linguistic) at the *Institut National des Langues Orientales* in Paris.

After ten years working as a teacher, he became a Head of School in 2008 and managed several schools in France before moving abroad. He works on French-Chinese educational cooperation in a Beijing University and later moves to Australia where he was the Head of School of the *Lycée franco-australien* in Canberra for five years until 2017 when he joined the Lycée Français de San Francisco.

Emmanuel is a dynamic and forward-thinking leader who supports bilingual education and academic excellence, and thrives in a collaborative environment.



Qualifications and Personal Attributes

- Bachelor's degree (Master's preferred).
- Significant admission/enrollment experience in independent schools, higher education or non-profit organizations with responsibility in growing and developing markets.
- Demonstrated leadership skills and experience managing and collaborating with a team.
- Knowledge of, experience with, and the ability to research and adopt changes in best practices in strategic enrollment management, financial aid, and communications and marketing.
- Outgoing with a genuine ability to connect with people from diverse backgrounds; an enthusiastic, thoughtful, culturally competent, and positive mindset.
- Excellent written and verbal communication skills across a range of stakeholders in an international, multicultural and multilingual community—particularly strong and empathetic listening ability and dynamic and engaging speaking skills.
- A nuanced understanding of competitive markets and how well-calibrated messaging to and engagement with a diverse audience of stakeholders can positively influence outcomes.
- A clear understanding of and experience with the execution of a strategic enrollment management program.
- Multilingual candidates preferred. English fluency required; knowledge of French language and culture is an asset, but not required.
- Candidates must have legal authorization to work in the US.



To Apply

Lycée Français de San Francisco has retained Carney, Sandoe & Associates / The Baker Group to assist in the recruitment of the Director of Admissions. 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;
- Two writing samples, such as a parent/guardian communication, newsletter, open house speech, blog, or article;
- Contact information for five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Karen Neitzel, Ed.D.
Senior Consultant,
Carney, Sandoe & Associates

karen.neitzel@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 \$170,000-200,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.

