

Position Announcement

Director of Enrollment and Strategic Marketing

St. Stephen's and St. Agnes School

Alexandria, Virginia

sssas.org

Start Date: July 2025



Overview

St. Stephen's and St. Agnes School (SSSAS) seeks a strategic, dynamic, innovative, and collaborative Director of Enrollment and Strategic Marketing to begin July 2025 to lead efforts in student recruitment, enrollment, and retention. The Director leads an experienced and hard-working team of 10, is part of the senior leadership team, and reports to the Head of School. Situated on three well-appointed, purpose-built campuses in Alexandria, one for each division, SSSAS maintains a visible and well-respected place in the competitive greater Washington, D.C., independent school market.

The 2024-2025 school year marks the 100th anniversary of St. Agnes School's founding. Part of the six Episcopal Church Schools in the Diocese of Virginia, SSSAS has a long tradition of providing an excellent college preparatory education in Northern Virginia. Beginning as two separate, notable institutions—St. Agnes School (SAS) and St. Stephen's School (SSS)—the schools merged their long-standing partnership in 1991 to form a single co-educational school, first led by the then St. Agnes School Head, Joan Ogilvy Holden, and since 2014 by the current Head of School, Kirsten Adams.

The school's focus on educating the whole child by tending to their individual academic, social/emotional, cultural, and physical needs, is intended to prepare them to be knowledgeable, kind, and empathetic citizens in a complex world. Pursuing "goodness as well as knowledge" is at the heart of the mission and is emphasized and celebrated by the Saints community. SSSAS combines a challenging academic program with outstanding opportunities in the arts and athletics for students. It is a community that values diversity, equity, inclusion, and belonging, and seeks families who share those values.

Mission

To help students succeed in a complex and changing world, St. Stephen's and St. Agnes School seeks to inspire a passion for learning, an enthusiasm for athletic and artistic endeavor, a striving for excellence, a celebration of diversity, and a commitment to service.

The school's mission is to pursue goodness as well as knowledge and to honor the unique value of each of its members as a child of God in a caring community.

At a Glance

Established: 1924
Overall Enrollment: 1,219
Lower School: 461
Middle School: 293
Upper School: 466
Students of color: 30%
Total faculty: 148
Faculty of color: 19.6%
Faculty with an advanced degree: 76%
Student/teacher ratio: 8/1
Financial assistance budget: \$7.4+M
Students receiving aid: 19%
Endowment: \$27M
Annual operating budget: \$56M



Faculty, parents, and students alike characterize the community at SSSAS as warm, welcoming, supportive, and authentic. “It’s a school that does what it says it does,” is a common sentiment among community members. Faculty appreciate the strength, wisdom, and intentionality of the school’s leadership and the substantial investment the school makes in professional development for faculty and staff. Many teachers note that “the joy and collegiality of the place is striking - everyone goes out of their way to help each other – I almost didn’t believe it when I interviewed” and that “SSSAS has the nicest kids.” It’s no surprise that the average faculty tenure is 18 years and that SSSAS has consistently been ranked as one of the top places to work in the DC area. “The culture is real.” “The DC Metro area can be hectic,” commented one administrator, “but our school is less so... this is a healthy place to work and to send your kids.”

The school’s Episcopal identity that emphasizes kindness and equality and the unique value of each community member, underscores the school’s commitment to acceptance and inclusivity. In addition to a very strong academic program, student social-emotional health remains a priority along with character development, service to others, and the pursuit of goodness as well as knowledge. Through ongoing professional development, student and faculty affinity groups, a parent “belonging” group, curricular integration, and more, SSSAS is engaged in deep and thoughtful work in diversity, equity, inclusion, and belonging.

Parents reflect on the school’s “wonderful” admissions process as the most welcoming, engaging, thoughtful, and individualized they encountered in the area. The effectiveness and professionalism of the school’s ten-member admissions team reflects its many years of combined experience in other schools and at SSSAS. The team includes Directors of Admission at each division, an Associate Director that supports the Middle and Upper School Directors, an Assistant Director of Lower School Admission, two admission assistants/associates, Director of Brand Management and Marketing (liaison to communications office), Director of Financial Assistance and Statistical Reporting (works remotely and also liaises with the business office), and Director of Admission Operations and Events. The team possesses a deep understanding of admissions work, an abiding commitment to best practices, and while they operate on three separate campuses, they carry out their work with unity, camaraderie and a shared sense of purpose.

Learn More

Click on the links below to learn more about St. Stephen’s and St. Agnes School.

[School Website](#)

[School History](#)

[Diversity, Equity, Inclusion, and Belonging](#)

[Strategic Plan](#)

[School Profile \(for colleges\)](#)

[About Alexandria, VA](#)

Location

Alexandria is an independent city in northern Virginia located along the west bank of the Potomac River, approximately six miles south of downtown Washington, D.C. The city includes a number of historic and suburban neighborhoods with charming character and unique local flair, in addition to numerous museums, libraries, parks, architecture, special events and fine restaurants that draw more than 1.5 million international and domestic visitors each year. Steeped in history, the larger Washington area is a culturally rich home to more than 70 museums and art galleries, 175 embassies and cultural centers, and countless theaters and outdoor events offering year-round entertainment options. Outdoor enthusiasts enjoy all four seasons, numerous parks and green spaces, along with miles of bicycle and pedestrian tracks. Washington, D.C., area is a popular tourist destination but also ranks highly on world livability rankings.

The school’s proximity to the District provides a different—but equally indispensable—kind of extended classroom. The educational and cultural resources of the nation’s capital enhance academic programs across all divisions. The school provides an extensive school bus and local shuttle system that reduces neighborhood traffic and allows students from over 90 feeder schools in the area to attend.



About the Head of School

Head of School since 2014, Kirsten Prettyman Adams previously served as Upper School Head at both McDonogh School and Hockaday School, Science Department Chair and Teacher at National Cathedral School. She is a graduate of Bryn Mawr School in Baltimore, and earned her B.A. at Dartmouth College where she was a Presidential Scholar, and then received her Masters in Environmental Studies from Yale University. She and her family reside in campus housing.

Position Description

As SSSAS is begins to celebrate its Centennial and embark upon the creation of a new Strategic Plan, the next Director of Enrollment Management and Strategic Marketing will work in close collaboration with the Head of School and the Senior Administrative Team, playing a pivotal role in shaping the future of the school by ensuring full enrollment of a diverse, talented student body. The Director will report directly to the Head of School and work closely with other administrative leaders, faculty, and the school community to achieve enrollment objectives aligned with the school's mission and values. Strong candidates will be attracted to the school's mission and see themselves as engaged community members. They will lead a dedicated admissions team, overseeing the ES-12 admissions process from inquiry through enrollment, ensuring a smooth, welcoming, and efficient experience for prospective students and their families.

An exciting and multifaceted role, opportunities and challenges for the next Director of Enrollment Management and Strategic Marketing include:

- Leading colleagues in implementing effective enrollment and retention strategies aligned with the goals set by the Board of Governors and Head of School.
- Strengthening and maintaining a robust ES-12 enrollment in a competitive landscape.
- Continuing to develop the school's strategy to expand its reach and cultivate a diverse and vibrant student community through targeted initiatives.
- Supporting and empowering a well-respected, dynamic, experienced, and hard-working admission team and continuing to foster connection and collaboration across three campuses.
- Further developing plans and processes to coordinate cohesively between admission, advancement, and athletics
- Aligned with the school's mission, collaborating with the Director of Communications to ensure consistent and compelling external and internal messaging and brand promotion across all platforms.

Qualifications and Personal Attributes

- B.A. required; Master's preferred.
- A minimum of six years of experience in admission/enrollment management is preferred as is an understanding of and experience with complex educational organization, and proven success in prior administrative leadership role(s).
- Relational, joyful, and distributive leadership style that is empowering and affirming of others, collaborative, and clear, and a growth-oriented leadership practice that is grounded in curiosity, inclusivity, and humility.
- Ability to manage, motivate, and work collaboratively with the admission team and other school community members across three campuses.
- An active listener with excellent verbal and written communication and interpersonal skills, with the ability to effectively engage with all stakeholders including administrators, faculty, Board members, and parents.
- Understands and is sensitive to the diverse backgrounds and needs of students and families. Ability to engage with and respect diverse cultures and perspectives and to actively use a lense of inclusivity in decision making.
- Proficiency in CRM (Customer Relationship Management) systems and data analysis tools and knowledge of digital marketing tools and platforms (social media, SEO, email marketing).



- Promoting, modeling, and maintaining a collaborative spirit and strategy so that all members of the community understand their roles and value in enrollment efforts.
- Ensuring admission and enrollment decisions, programs, and practices are determined with lens of equity and inclusion.
- In collaboration with the Chief Financial Officer, implementing policies and strategies regarding financial assistance, in part as a means to fulfill the school's mission of inclusivity and accessibility.
- Utilizing data to inform and drive decisions related to enrollment management, reporting regularly on enrollment trends, outcomes, and forecasts to the school's leadership, Board, and Admissions Committees.
- Partnering with division leaders to ensure smooth transitions between grade levels and divisions.

Qualifications and Personal Attributes continued

- Excellent time management skills; detail and goal-oriented.
- Highly motivated self-starter and doer with an action-orientation, high standards, and a strong work ethic.
- High ethical standards and integrity, ensuring the confidentiality of student records and family information and of leadership decisions.
- Eagerness to learn with and from others and a growth mindset.
- Excited to participate in various aspects of school life in an effort to build a deep understanding of the school community and to establish meaningful relationships with students and their families, teachers and staff.
- Inspired by the school's mission and ideals and will be both a positive role model and an ambassador of the school community.



Compensation for this position will be highly competitive nationally. The school offers a superb benefits package which includes 50% tuition remission.

To Apply

St. Stephen's and St. Agnes School has retained Carney, Sandoe & Associates / The Baker Group to assist in the recruitment of the Dean of Enrollment Management. 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:

Send these materials to:

Benjamin Bolté
Senior Consultant,
Carney, Sandoe & Associates

bbolte@carneysandoe.com

Jennifer Wong Christensen
Senior Consultant,
Carney, Sandoe & Associates

jennifer.christensen@carneysandoe.com

The school is an equal opportunity employer. The school provides equal employment opportunity to all employees and job applicants without regard to an individual's race, color, national origin, veteran status, sex, sexual orientation, gender identity, marital status, pregnancy, childbirth or related conditions including lactation, age, disability, genetic information or any other factor prohibited by applicable law.

