

Position Announcement

Director of Enrollment Management & Financial Aid

Shady Hill School
Cambridge, Massachusetts
shs.org
Start Date: July 2025



Overview

Shady Hill is deeply committed to providing students from PK through 8th grade an educational experience that is fundamentally unique both in pedagogy and values. Founded in 1915 and located in Cambridge, Massachusetts, Shady Hill is a leader in the independent day school market due to the strength of its faculty, curricular and co-curricular offerings, and its mission. Driven by a commitment to educational access and to an educational journey that celebrates the talents and discovery of every student, the Shady Hill faculty are leaders in their field who provide a learning environment that empowers students to become confident and courageous learners and leaders.

Today, the school looks to build on its strengths by selecting an innovative, thoughtful, strategic and collaborative enrollment expert who will lead the school in their recruitment and enrollment efforts to attract dynamic, curious, and future-focused students. The school seeks a bold leader to build on the strength of the current enrollment program while also bringing new and creative opportunities to make the Shady Hill journey available to a broad range of scholars and learners from across the region.



Mission

Shady Hill School fosters joyful, active learning informed by multiple perspectives empowering students to be intellectually adventurous and wholeheartedly just.

At a Glance

Established: 1915
Enrollment: 530
Communities represented: 40
Students of color: 46%
Total faculty: 100
Faculty of color: 19
Faculty with advanced degrees: 91%
Student/teacher ratio: 8:1
Financial aid budget: \$4M
Students receiving aid: 19%
Endowment: \$74 million
Annual operating budget: \$24 million
Sports teams: 27 in Middle School
Campus size: 11 acres

Learn More

Click on the links below to learn more about Shady Hill School.

[School Website](#)

[School History](#)

[Equity and Inclusion](#)

[Strategic Plan](#)

[Secondary School Matriculation](#)

Position Description

Reporting to the Head of School, the Director of Enrollment Management & Financial Aid is a senior member of the school leadership team charged with the creation, execution and ongoing analysis of all aspects of Shady Hill's strategic enrollment efforts. A strategic, creative, collaborative and visionary thinker, Shady Hill's next Director of Enrollment Management & Financial Aid will be committed to the mission and values of Shady Hill and will be key ambassador for the school's mission of attracting and enrolling students and families from a wide range of backgrounds, identities and cultures.

The Director will be committed to creating a multi-year enrollment plan drawing on existing research and data to help guide and inform the next chapter of enrollment management at Shady Hill. With strong experience in building and supporting teams within admissions but also with key campus partners, the Director will be a champion for building an enrollment management culture at Shady Hill that creates an institutional awareness of and commitment to the full journey of all applicants, students and parents/guardians.

Working in partnership with the Head of School, Trustees, Division Leaders, CFO/COO, Director of Development and the Director of Marketing & Communications, Director of Equity & Inclusion and other campus leaders, the Director of Enrollment Management & Financial Aid will ensure a collaborative institutional commitment to enrollment planning and execution. The ideal candidate for this position will be one who thrives in a fast-paced environment and who enjoys creating and bringing to practice, a vision and action plan based on the collective wisdom and expertise of colleagues, the field, and lessons learned from the community.



Location

Located in a beautiful neighborhood of Cambridge, Massachusetts, Shady Hill offers a welcoming, nature-inspired campus with easy access to the cultural, historic, educational, and natural resources of the Boston area. Nestled on a picturesque hill in a residential neighborhood, the campus welcomes students into an open and warm community that engages and encourages learning through the thoughtful use of intentionally designed buildings and space.

About the Head of School

Appointed in July 2010, Mark Stanek has been an innovative, collaborative and strategic leader as Head of School. With a strong background in educational leadership having served as Head of School at Ethical Culture Fieldston School in NYC and as Principal of the Middle School at Milton Academy in Milton, MA. Mark is deeply committed to the values and ideals of Shady Hill. Under his leadership, the school has increased access and socioeconomic diversity. In addition, he has led several major building projects including the "Hub" which implemented state of the art science labs, math classrooms and makerspace to enhance interdisciplinary teaching and learning. Most recently the school has launched a Strategic Plan designed to draw on the strengths of Shady Hill while also continuing its commitment to develop a purposeful and bold curriculum. He continues to foster a learning environment for not only the students, but also the adults in the community.



Key Responsibilities

- Develop, in partnership with the school leadership team, an enrollment plan that informs all strategic outreach and enrollment strategies with clearly articulated compositional goals across all grade levels.
- Provide data-informed strategic vision and leadership in admission, financial aid, recruitment, marketing selection, enrollment and retention.
- Partner with the director of marketing & communications to ensure delivery of marketing strategy to engage a wide range of families across all entry grades to ensure deep awareness of the unique and innovative educational opportunities and a deep excitement for the community values of Shady Hill.
- Manage and provide professional development for all members of the admission and financial aid team.
- Develop ongoing community engagement strategies to continue growth of a diverse applicant pool from a wide range of schools, programs, and communities.
- Provide on-going strategic updates to Head of School, Trustees, School Leadership and faculty and staff on all matters related to enrollment management at Shady Hill.
- Partner with CFO/COO on all aspects of net-tuition revenue strategies, tuition pricing and financial aid forecasting.
- Develop ongoing opportunities for faculty engagement related to admission and enrollment efforts.



Qualifications and Personal Attributes

Successful candidates will possess most, if not all, of the following qualifications and attributes:

- A commitment to and comfort with a data-analytics approach to enrollment management
- Strong experience in recruiting and enrolling students from diverse backgrounds and identities.
- Experience developing, implementing and evaluating a comprehensive enrollment plan.
- Ability to manage and support teams to achieve measurable and sustainable goals.
- Ability to operate as a key thought and action partner of an interconnected admin team.
- Ability to see the big picture and operate with care for detail and implementation.
- A sense of enjoyment and a high level of energy to all aspects of the work of an enrollment manager.
- Outstanding communication skills, both written and spoken.
- Superior organizational and leadership skills based on collaboration, vision and compassion.
- Bachelor's degree, masters preferred.
- Minimum of 5 years of enrollment leadership with a preference for K-8 or K-12 education.

To Apply

Shady Hill has retained Carney, Sandoe & Associates / The Baker Group to assist in the recruitment of the Director 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 three pages;
- A writing sample, 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:

Heather Flewelling
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