

## Position Announcement

### Director of Enrollment Management

St. Mark's School of Texas

Dallas, Texas

smtexas.org

Start Date: July 2025



### Overview

St. Mark's School of Texas is an independent, nonsectarian day school for boys in grades 1 through 12, located in Dallas, Texas. A mission-driven school, St. Mark's seeks to develop boys into good men of character who will assume positions of leadership and responsibility in an ever-changing world. Current strategic priorities focus on significantly increasing the endowment to expand access and affordability, faculty support, and student programs, including Character and Leadership Education. To achieve these goals, St. Mark's plans to grow the endowment by more than 50% of current dollars in the next 10 years, and the School is now conducting a search to find a strategic minded enrollment leader to join the Senior Leadership Team to help realize these priorities. The goal is to find an enrollment leader who can build on the efforts of the current Admission Office team while leading a strategic approach to access and affordability efforts, including market research efforts to identify and expand opportunities to introduce St. Mark's to prospective families in the Dallas area. St. Mark's is an impressive school community with opportunities that will require an experienced, high energy and thoughtful leader who can partner with the Headmaster, Associate Headmaster, and school colleagues to create a robust admission and enrollment strategy that will expand St. Mark's footprint in the Dallas market to enhance the school's enrollment.

Serving more than 900 students, St. Mark's offers excellent academics, extensive athletics in a new, world-class facility, and tremendous arts programs. The St. Mark's community also values meaningful traditions for students in every grade from its youngest learners to its graduating seniors, connecting current students to the rich history of the School.

In its [Goals for St. Mark's IV Plan](#), St. Mark's pursues strategic planning initiatives for Students and Learning, Faculty & Teaching, Enrollment, Access & Affordability, Campus Resources, Intuitional Stewardship and Civic Responsibility. The new Director of Enrollment Management would play an important role in advancing strategic initiatives for Enrollment, Access & Affordability.

### From the Statement of Purpose

St. Mark's aims to prepare young men to assume leadership and responsibility in a competitive and changing world. To this end, the School professes and upholds certain values. These values include the discipline of postponing immediate gratification in the interest of earning eventual, hard-won satisfaction; the responsibility of defending one's own ideas, of respecting the views of others, and of accepting the consequences for one's own actions; and an appreciation for the lively connection between knowledge and responsibility and the obligation to serve.

### At a Glance

Established: 1906  
Total enrollment: 917  
Students of color: 52%  
Total faculty: 127  
Average faculty tenure at the School: 22 years  
Faculty with advanced degrees: 80%  
Endowed Master Teaching Chairs: 16  
Endowed Administrative positions: 6  
Average class size range: 15  
Annual operating budget: \$46M  
Endowment: \$180M  
Annual Fund: over \$6.2M  
Alumni Participation in Annual Fund: over 55%  
Financial aid budget: \$3.15M  
Tuition Remission for faculty: 100%  
Students receiving National Merit recognition: 50%  
Athletic teams in grades 7-12: 46  
Campus size: 42 acres



## Position Description

Reporting to the Headmaster, the Director of Enrollment Management (DEM) is responsible for understanding the strategic and operational components of enrollment and financial aid, the research necessary to inform decision-making, and the oversight of the allocation of financial aid, student recruitment strategies and reenrollment efforts. As a collaborative minded leader, the DEM facilitates enrollment management discussions as a member of the senior administrative team and leads the admission office staff. As part of the School's recruitment and enrollment of students, the DEM oversees the admission process and is also involved in conversations with the Headmaster, Associate Headmaster, and Chief Finance Officer about strategic planning for expanded access and affordability for prospective students. The DEM is attentive to demographics, expanding the footprint of the St. Mark's market and the school's public presence in all its manifestations. The DEM also is responsible for using data analytics and research to identify trends and measure the impact of recruitment, enrollment and financial aid initiatives.

The Director of Enrollment Management plays a vital role in the St. Mark's community and will be expected to create an enrollment management infrastructure, starting with the existing strengths of the admission office, along with providing initiative and leadership in the facilitation of an enrollment management mindset. The Director will conduct research and implement strategies to ensure St. Mark's achieves the strategic goals identified the School's strategic plan.

As one of the school's most visible spokespersons, the Director of Enrollment Management represents St. Mark's to all constituents.

### Key Responsibilities

- Provides leadership in enrollment management, which includes admission, financial aid, marketing, and recruitment and directs the process of attracting, enrolling, and retaining students at St. Mark's.
- Sets annual enrollment and admission goals, in accordance with the school's mission and its commitment to expand access and affordability.
- Creates a strategy for managing an expanded financial aid program and budget in conjunction with the chief financial officer. Organizes and administers the school's increased financial aid resources.
- Manages new student enrollment and assists with the reenrollment of current students in close connection with the division heads and business office.
- Evaluates the performance of enrollment strategies and the use of financial aid, using data analytics and research to identify trends and measure the impact of initiatives.

### Location

St. Mark's School of Texas is situated on roughly 40 acres in the Preston Hollow area of North Dallas. Since moving to its current location more than 70 years ago, the School has developed an extraordinary campus through an extensive, long-range campus master plan that has resulted in completed construction in excess of \$120 million in the past decade alone and securing 100% of the funding for the building projects in advance of construction, which reflects a long-standing Board Policy. Although the focus has always been on the students and faculty, St. Mark's has long been known for having leading-edge facilities, including a new extraordinary Marksman Athletic Complex and the state of the art Winn Science Center, which opened in 2018.

Dallas, Texas is a cultural and commercial hub of North Texas and the third largest city in the state. It is home to the Dallas Museum of Art, the Dallas Symphony Orchestra, the Perot Museum of Nature and Science, the Dallas Mavericks, the Dallas Stars, the recent World Series Champion Texas Rangers, and will be the host city for nine events of the 2026 World Cup. Boasting more than 61 miles of biking and jogging trails, the City of Dallas also promotes numerous community and neighborhood recreation centers, sports fields, swimming pools, and playgrounds.

### Learn More

Click on the links below to learn more about St. Mark's School of Texas.

[School Website](#)

[School History](#)

[Strategic Goals](#)

[Character and Leadership Education](#)

[Community, Inclusion, and Diversity](#)

[College Matriculation](#)

- Understands and informs the senior team, admission staff and community about research and demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Formulates an annual admission and enrollment action plan, with specific goals and objectives outlining tactics.
- Attends Board of Trustee meetings when appropriate to report on strategic and operational strategies pertaining to enrollment and financial aid.
- Maintains statistical and trend data related to admission and enrollment, and presents this information to the senior leadership team, board of trustees, and faculty.
- Manages the admission and financial aid team.
- In conjunction with the communications office, develops and implements strategic marketing ideas, oversees the management of admission marketing materials. Also oversees the admission's section of St. Mark's web site and social media.
- Works closely with advancement staff, coordinating an admission volunteer network.
- Works closely with Division Heads on issues relating to academic and student life.
- Participates as an active member of the senior administrative team.
- Directs the entire application review process and works closely with the Director of Admissions to assign reading and committee assignments to associates in the office and faculty representatives.
- Is an integral leader for the school community and participates fully in daily community life of the School.
- Extends himself/herself beyond the responsibilities of a job description when the need arises. Assists the Headmaster.



### About the Headmaster

David Dini has been at St. Mark's School of Texas for the past three decades, starting in advancement and serving as Assistant Headmaster. In 2014, he was appointed as the School's eighteenth Headmaster in St. Mark's 116-year history.

A native Texan, David graduated from Strake Jesuit College Preparatory School in Houston before earning his bachelor's and master's degrees from SMU. He has been an active volunteer for professional associations including serving as a Trustee for the Council for the Advancement and Support of Education, and the International Boys' Schools Coalition.

In a letter to the St. Mark's community regarding David's appointment as Headmaster, the Board President wrote, "[David's] accomplishments at St. Mark's have been outstanding, but perhaps his greatest quality is his patient, humble, and professional approach. His leadership style is marked by his belief in the importance of empowering others."

### Qualifications

- Bachelor's degree, master's degree preferred.
- Minimum of 10 years of enrollment, admission and financial aid experience.
- Successful in implementing access and affordability initiatives.
- Strong commitment to grades K-12, all boys independent school education.
- Collaborative and community minded.
- Embraces the importance of inclusion, diversity, and belonging.
- Superior communication skills both written and spoken.
- Proven strategic and analytical ability.
- Superior interpersonal, organizational, and managerial skills.
- High energy, flexibility, warmth, and sense of humor.

## To Apply

St Mark's has retained The Baker Group/Carney, Sandoe and Associates to assist in the recruitment of 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 specific position;
- A current résumé;
- 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](mailto:chris.baker@carneysandoe.com)

**Allison Stiles**  
Consultant,  
Carney, Sandoe & Associates

[allison.stiles@carneysandoe.com](mailto:allison.stiles@carneysandoe.com)

*St. Mark's does not discriminate in the administration of its admission and education policies on the basis of race, color, religion, sexual orientation, or national or ethnic origin.*

