



Lovett School
Head of Enrollment Management
Job Description

Mission: The Lovett School is a community of belonging that develops students of honor, faith, and wisdom with the character and intellect to thrive in learning and life.

Core Values

Purpose: We value purpose as the source of motivation for learning, the discovery of self, and the foundation of a meaningful life.

Intellect: We value intellect as a lifelong pursuit of the cognitive, social, and emotional skills required to thrive in an increasingly complex world.

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Belonging: We value belonging as a diverse community where all members feel connected, included, supported, and respected.

Faith: We value faith as the foundation of spiritual and moral values that lead to ethical decision-making and perseverance in the face of challenge.

Love: We value love to cultivate joyful learning, strong character, and a compassionate, healthy community.

Reports to: Associate Head of School

Direct Reports: Enrollment and Admission staff

Position Summary

The Head of Enrollment Management preserves Lovett's mission, core values, and promise of a whole child education for future generations by designing the strategic and operational components of a healthy enrollment system using relevant research and data. A member of the school's leadership team, the Head, manages the systems that guide the journeys of individual families through recruitment, enrollment, and retention to strengthen the story of each grade level in support of the School's strategic priorities. Attentive to demographics at the local and national levels, with an eye on the financial sustainability of an independent school education,

the Head designs and actualizes the strategy for a vibrant, inclusive, and sustainable enrollment structure that bears the hallmarks of the school's core values.

Qualifications and Skills

- 7+ years working in selective school admission or related enrollment management
- Broad experience and skills in fiscal management and planning
- Strong data analysis skills; ability to leverage customer relationship management tools and generate insights; and an eye for detail
- Marketing, recruitment, and business development experience are strongly preferred
- Proven record of successful, transformative leadership, effective communication, and dedication to an education designed to ensure students thrive
- Experienced team leader/manager with a desire to foster professional growth and development in enrollment and admission team
- Change leader with experience collaborating across a broad range of constituencies to inspire diverse groups of individuals toward a common goal
- An authentic, transparent and approachable written and oral communicator who listens to deeply understand and speaks with care, timeliness, optimism, and clarity
- Superb social and emotional skills with the desire and ability to forge productive relationships
- Deep understanding of the way unconscious bias impacts the workplace
- Commitment to developing one's own cultural self-awareness, cultural competence, and emotional intelligence
- Models vulnerability, curiosity, integrity, perspective-taking, and professional growth

Essential Functions

- Creates and implements comprehensive, future-focused, research-based enrollment management plans aligned with the School's strategic and financial goals and makes annual tactical action plans that lead to those outcomes
- Leads the enrollment and admission teams and builds strong relationships across divisions and departments to communicate and activate the essential role of every Lovett employee in enrollment management
- Oversees full enrollment lifecycle from inquiry to acceptance to retention through events, marketing, and community partnerships to ensure it represents the School's values and mission
- Maintains statistical and trend data related to enrollment and analyzes applicant funnel metrics as well as independent school market trends both nationally and in the Atlanta metro region to identify opportunities to maintain a strong enrollment pipeline
- Collaborates with senior leadership on tuition, need-based financial aid, and supplemental financial aid budgets and trajectories
- In conjunction with the marketing/communications team, develop strategic storytelling threads to support healthy enrollment and retention
- Proactively build team culture around Lovett's mission, values, and strategic plan
- Invests in the shared work of school leadership team members to ensure consistency of expectations of growth and accountability for employees

- Maintains a visible presence at the school in venues where the students and faculty are actively engaged
- Perform other duties and responsibilities as assigned

Physical Demands

NOTE: The Lovett School employment process includes a post-offer drug (hair) test and background check. See the employment application for more information.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential Functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, and talk or hear. The position requires frequent typing, at times for long periods of the day.

The employee is occasionally required to stand; walk; reach with hands. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

How to Apply

How to Apply: The Finney Search Group has been engaged to provide candidates to the School. Lovett will not accept resumes. All interested individuals need to submit their resumes via <https://www.thefinneysearchgroup.com/lovett-headofenrollment-application>

