





## About:

Eagle Hill School, a life-changing experience, offers children with language-based learning differences the opportunity to grow into capable, resourceful students with the self-confidence and character necessary to meet the challenges they will face as life-long learners.

## Position Title:

Director of Enrollment Management and Marketing

## Reports To:

Head of School

## Duration:

12 Month Employment Year, Renewable Annually



## POSITION OVERVIEW

Eagle Hill School, a nationally recognized leader in educating children with language-based learning differences, seeks a dynamic and strategic Director of Enrollment Management and Marketing to join its senior leadership team. Reporting to the Head of School and serving as a key member of the Senior Leadership Team, the Director will provide vision, leadership, and operational oversight for all aspects of enrollment management, admissions, marketing, and communications.

The Director will be responsible for developing and implementing strategies that attract, enroll, and retain mission-aligned students, while effectively articulating Eagle Hill's value and distinctiveness to internal and external audiences. The successful candidate will be deeply committed to the school's mission, demonstrate an authentic understanding of families navigating learning differences, and bring creativity, collaboration, and strategic thinking to their work.

As Eagle Hill celebrates its 50th anniversary, the school is entering an exciting chapter in its history. With Head of School, Gretchen Larkin, at the helm, this is a wonderful time to join the community. The school's mission, philosophy, and culture are rooted in the belief that every child can succeed. The Director of Enrollment Management and Marketing is expected to embody and promote this collaborative viewpoint through their daily interaction with all members of the EHS community.

# KEY RESPONSIBILITIES

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## Enrollment Management & Admissions

- Lead the admissions and enrollment process from inquiry through enrollment, including recruitment, interviews, testing review, committee processes, and retention efforts.
- Analyze psycho-educational and academic evaluations and collaborate with faculty and staff to determine a strong match between students and Eagle Hill's program.
- Build meaningful relationships with prospective families, guiding them through the often-challenging process of finding the right educational setting for their child.
- Partner with faculty, administrators, and staff to design and execute retention initiatives that support current families.
- Collect, analyze, and share enrollment and academic data to inform decision-making, set goals, and identify trends that shape strategic priorities.

## Marketing & Communications

- Develop and implement a comprehensive marketing and communications strategy that enhances Eagle Hill's visibility, reputation, and value proposition.
- In conjunction with the Communications Office, oversee the design and execution of print, digital, and social media campaigns that effectively communicate Eagle Hill's mission, programs, and outcomes.
- Ensure consistent messaging and branding across all communication platforms, both internal and external.
- Serve as the school's chief storyteller, highlighting the transformative impact of an Eagle Hill education through compelling narratives.

## Leadership & Collaboration

- Serve as a thought partner to the Head of School, Board of Trustees, and senior leadership on issues related to enrollment and marketing.
- Build and lead a highly effective team, fostering a culture of collaboration, accountability, and innovation.
- Engage with community stakeholders—including educational consultants, feeder schools, and professional organizations—to expand Eagle Hill's network and outreach.
- Collaborate with the Chief Financial Officer on financial aid strategy, ensuring equitable and mission-aligned allocation of resources.



## EXPECTED CREDENTIALS

- Significant leadership experience in admissions, enrollment management, and marketing—ideally within an independent school setting.
- Expertise in working with students with language-based learning differences and their families, including interpreting psycho-educational testing reports.
- Strong strategic, analytical, and organizational skills, with the ability to balance vision with execution.
- Demonstrated success in developing and implementing marketing and communications strategies across multiple platforms.
- Excellent interpersonal skills; approachable, empathetic, and skilled at building trust across diverse constituencies.
- Exceptional written and verbal communication skills, with the ability to persuasively articulate Eagle Hill's mission.
- Commitment to diversity, equity, inclusion, and belonging in all aspects of enrollment and marketing work.
- Proficiency with data management, CRM systems, and digital marketing tools.
- Bachelor's degree required; advanced degree preferred.



## APPLICATION PROCESS

Interested candidates should send their resume and cover letter to Educator's Ally at: [leadershipsearch@educatorsally.com](mailto:leadershipsearch@educatorsally.com) with "Eagle Hill School Director of Enrollment Management and Marketing" in the subject line.

Research indicates that underrepresented groups often apply for jobs only when they meet 100% of the qualifications. At Eagle Hill School, we believe that no one meets every qualification perfectly, and we encourage you to apply regardless of how closely your experience aligns with the listed criteria. We look forward to reviewing your application.

*Eagle Hill School is an equal opportunity employer and does not discriminate on the basis of race, creed, age, color, sex, sexual orientation, gender identity or expression, marital status, national origin, ancestry, present or past history of mental disability, intellectual disability, learning disability, physical disability, including, but not limited to, blindness, status as a veteran, status as a victim of domestic violence, or any other classification protected by state or federal law in its employment, admissions practices, vocational opportunities or access to and treatment in programs or activities, in accordance with Title IX, Section 504 of the Rehabilitation Act of 1973, Title VII, the American Disabilities Act, the Age Discrimination in Employment Act, and other applicable federal and state law. Retaliation against anyone complaining of discrimination is strictly prohibited. If an applicant requires assistance, or reasonable accommodation, to complete the application, please contact Eagle Hill School Human Resources at (203) 622-9240.*



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