

Director of Advancement, Enrollment, and Communications

Wayne Country Day School seeks a skilled, thoughtful, and energetic administrator to join our team. This individual will lead the school's efforts in communications, enrollment, marketing, and advancement alignment, in support of our mission to prepare and form students for the world beyond college. The role works closely with the Head of School and administrative team to strengthen the school's visibility, enrollment, and overall community experience, including strong engagement with current families.

This position reflects a more integrated approach to how the school attracts, communicates with, and supports its families. The ideal candidate is a strong communicator and relationship-builder who is both strategic and practical, and who is excited about building and improving systems over time. Experience in one or more of the following areas is valued: enrollment management, communications, marketing, or advancement.

Major Duties & Responsibilities

- Develop and coordinate clear, consistent communication to families and the broader community
- Support all administrative communications and major school messaging
- Lead the school's enrollment process from inquiry through enrollment and retention, working closely with division directors, and the director of student and academic services
- Oversee re-enrollment efforts and support a strong and consistent family experience
- Oversee the school's digital presence, including website and social media
- Develop marketing efforts that strengthen the school's visibility and support enrollment goals and the school's brand
- Partner with the Development Director to support advancement messaging, events, campaigns, and initiatives
- Support and strengthen parent engagement as a key component of retention and community connection
- Build relationships within the local community to enhance the school's presence
- Assess current systems and processes and recommend improvements over time
- Participate in administrative team meetings and support school-wide initiatives

- Perform other duties as assigned by the Head of School

Knowledge, Skills & Abilities

- Strong interpersonal, organizational, and communication skills
- Ability to manage multiple priorities and projects effectively
- Sound judgment and professional discretion
- Comfort working both independently and collaboratively
- Ability to think strategically while attending to details

Qualifications

- Bachelor's degree required; advanced degree preferred
- Experience in education or a mission-driven organization preferred
- Experience in one or more relevant areas such as enrollment, communications, marketing, or advancement
- Salary is dependent on experience. Benefits include paid time off, health insurance, retirement plan, and tuition discount for children of employees enrolled at the school

Candidates should send the information listed below as a single PDF file to Barbara Baker at bbaker@waynecountryday.com:

- A cover letter explaining your interest in the position and the school
- Résumé
- A brief statement describing your approach to working in a school community