



NEW ENGLAND **INNOVATION** ACADEMY

Job Description

Job Title: Head of Enrollment Management
Department: Admin & Operations - Admin
Reports To: Head of School
FLSA Status: Exempt
Date Prepared: January 2026

Position Summary

The Head of Enrollment Management is serves on the School Leadership Team and is a growth-oriented leader responsible for building, shaping, and converting a robust enrollment pipeline for New England Innovation Academy (NEIA), a co-educational, grades 7–12 day and boarding school serving both domestic and international students, including junior boarding.

NEIA is not a traditional independent school that begins each admissions cycle with an excess of applicants and simply filters from the top. As a young, entrepreneurial school with five years of history, NEIA requires a true hunter—a leader who can proactively identify mission-aligned students, create demand, build the top of the funnel, and convert interest into enrollment through both traditional and non-conventional pathways.

Despite its youth, NEIA has already demonstrated strong outcomes: our graduates are attending top universities and colleges and pursuing meaningful, innovative, and entrepreneurial paths after graduation ([see student outcomes and college acceptances here](#)). The Head of Enrollment Management must be able to clearly and compellingly articulate this differentiated value proposition and actively seek families who are aligned with NEIA's mission, philosophy, and innovative approach to education.

This role owns the entire enrollment lifecycle—from proactive lead generation and strategic outreach through admissions, financial aid strategy, yield, and retention—and partners closely with marketing and communications, academics, student life, advancement, and finance to drive sustainable, mission-aligned growth. The Head of Enrollment Management will work closely with the school's leadership to continuously refile the profile of NEIA mission-aligned students, our target audience.

This role reports to the Head of School. This is an in person, full time, benefits eligible position and the pay range for this full time position is \$150,000 - 175,000.

NEIA employees are expected to embody NEIA's principles of empathy, equity, personalization, authentic work, and collaboration in all work activities and actions.

Essential Duties and Responsibilities include, but are not limited to, the following:

Strategic Leadership

- Develop and lead a strategic, data-informed enrollment plan that supports institutional goals for recruitment, retention, and financial sustainability and aligned with the school's mission, values, and strategic plan.
- Manage the full enrollment lifecycle – including marketing partnership, inquiry management through admission, financial aid strategy, retention initiatives, and data analytics -- and ensures that the school attracts, enrolls, and retains mission-appropriate students and families across both day and residential programs.
- Develop and implement a comprehensive enrollment management strategy.
- Set annual and multi-year enrollment goals for middle and upper school, including targets for new students, retention, and net tuition revenue.
- Partner with marketing and communications to identify and execute a strategy for the most effective traditional, online, and digital channels that will reach targeted students and families.
- Analyze enrollment trends, demographics, market conditions, and competitor data to inform decision-making.
- Provide regular reporting, analysis, and forecasting to the School Leadership Team and the Board.
- Monitor competitive landscapes (regional day-market trends and national/international boarding markets) to guide decision-making and strategic positioning.
- Serve as the school leader responsible for shaping the school's enrollment narrative and guiding institutional priorities tied to admissions and retention.

Enrollment Management

- Lead all aspects of the admissions funnel, including inquiry generation, campus visits, student assessments, prospective student interviews, and applicant evaluation processes ensuring a student-centered, equitable, and mission-consistent admissions process.
- Manage domestic and international boarding recruitment, including relationships with educational consultants, international agents, and partner schools.
- Oversee recruitment strategies, including open houses, campus visits, school fairs, community outreach, and virtual programming.
- Establish and maintain efficient, customer-focused processes that reflect the school's values and ensure an exceptional family experience from inquiry to enrollment.
- Build and implement retention strategies—family engagement, advisor partnerships, student support transitions, and satisfaction data—to strengthen re-enrollment.

- Supervise enrollment contracts, financial aid applications, and re-enrollment processes in partnership with the Business Office.
- Supervise and evaluate admissions staff; foster a collaborative, high-performing team culture.
- Manage admissions communications, timelines, and applicant review processes.
- Design intentional engagement touchpoints during recruitment process to strengthen yield and mission alignment.
- Manage lead generation and outreach process, moving beyond passive inquiry-based models.
- Partner with Marketing & Communications to design recruitment campaigns that intentionally connect Summer Programs to academic-year enrollment.
- Establish systems to track, nurture, and convert Summer Program participants into full-year applicants.
- Design intentional engagement touchpoints during and after Summer Programs to strengthen yield and mission alignment.

Data, Analysis & Market Intelligence

- Analyze enrollment trends, demographic data, market conditions, and competitor landscapes to inform strategic decision-making.
- Monitor funnel performance at every stage—from inquiry to enrollment to retention—and adjust strategy accordingly.
- Maintain a strong understanding of competitive positioning within both traditional and innovative school markets.
- Use data to evaluate effectiveness of recruitment and retention initiatives.
- Provide regular enrollment reporting, analysis, and forecasting to the School Leadership Team and the Board.
- Present clear, data-driven insights on enrollment performance, trends, risks, and opportunities.
- Develop and maintain short- and long-term enrollment forecasts aligned with budget planning and strategic goals.
- Ensure transparency, accuracy, and clarity in all enrollment data and projections.

Marketing and Communications Collaboration

- Partner closely with the Marketing and Communications team to craft clear messaging, campaigns, and materials that compellingly articulate the school's value proposition and adheres to the school's brand, style and voice.
- Support marketing initiatives, including website optimization, virtual recruitment programming, and social media campaigns targeting both domestic and global markets.
- Contribute to website content, social media, and storytelling that supports enrollment goals.

Financial Aid & Affordability Strategy

- Balance access, affordability, enrollment growth and net tuition revenue goals.
- Analyze aid data to assess effectiveness and inform future planning.
- Oversee the admissions process from inquiry through enrollment, ensuring consistency, clarity, and mission alignment.
- Partner with Finance and the Head of School to manage a strategic financial aid and tuition discounting model.
- Lead yield, onboarding, and re-enrollment strategies to support student retention.

Retention & Student Transitions

- Partner with academic and community life leaders to support student retention across grades.
- Monitor retention data and identify trends or risk areas.
- Support key transition points (e.g., entry to middle school, middle-to-upper school transition).
- Develop initiatives to strengthen family engagement and satisfaction.

Team Management

- Supervise, hire, mentor, and evaluate the Admissions staff; foster a collaborative, high-performing team culture.
- Develop clear goals, workflows, and professional development pathways for team members.
- Oversee staff training, professional development, and annual goal-setting.
- Model best practices in customer service, communication, and family engagement.

Community Engagement & Representation

- Serve as a highly visible ambassador of the school, cultivating strong relationships with faculty, staff, parents, alumni, and trustees.
- Maintain and expand relationships with feeder schools, community organizations, educational consultants, student placement agencies, and international partners.
- Represent the school at boarding fairs, community events, school expos, and regional/national/international recruitment trips.
- Serve as a visible and engaged ambassador for the school's mission.

Supervisory Responsibilities

This position supervises Admissions staff.

Education and/or Experience

- Bachelor's degree; advanced degree preferred.
- 7+ years of progressive leadership experience in admissions, enrollment management, or related fields (ideally in a 6–12 independent school or boarding school setting or higher education setting).

- Demonstrated success in enrollment strategy, admissions leadership, and data-informed decision-making.
- Commitment to diversity, equity, inclusion, and belonging and an ability to welcome and support families from a wide range of backgrounds.
- Familiarity with financial aid modeling and tuition revenue management.
- Demonstrated experience with international and domestic boarding recruitment pipelines.
- Proven record to lead strategic planning and manage complex projects.
- Experience with financial aid strategies and associated software.
- Familiarity with SEVIS, I-20 processes, and international student onboarding.
- Familiarity with independent school governance and culture is essential.
- Experience developing marketing or recruitment campaigns in collaboration with communications teams.
- Proven leadership and team-management experience.
- Strong analytical skills, including experience with enrollment data, forecasting, and CRM systems. Sound financial acumen.
- Knowledge of independent school culture, governance, and best practices.

Qualifications

- Exceptional interpersonal, written, verbal communication, and presentation skills with cultural fluency and the ability to build trust across diverse audiences.
- Excellent organizational skills with the ability to manage multiple priorities and deadlines.
- Creative and critical thinker with a proactive, solution-oriented approach.
- High degree of professionalism, discretion, equity, and accountability.
- Commitment to NEIA's mission of innovation, global awareness, and human-centered learning.
- Warm, approachable, and service-oriented with excellent relationship-building skills.
- Strategic thinker with the ability to execute both big-picture and day-to-day objectives.
- Discreet, professional, and able to handle confidential information.
- Ability to work with professionalism, discretion, sound judgment, equity, honesty, and personal accountability at all times.
- Ability to create a welcoming and supportive community for a diverse student body.
- Occasional regional or national travel for recruitment and professional development.

Physical Requirements

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

- Ability to stand, sit, bend, and move around classrooms and office spaces for extended periods.
- Bend, lift, push, kneel, crouch, crawl, stoop.

- Capacity to lift up to 10 pounds occasionally.
- Capable of moving around and adapting to frequent changes in position throughout the workday.
- Hearing and speaking to understand and exchange information in person or on the telephone.
- Speak clearly, so listeners understand.
- Use hands and fingers for manipulation, and use computer keyboard, educational tools, play equipment, and perform first aid and CPR.
- Specific vision abilities required include close vision, distance vision, color vision, and depth perception.
- Occasional lifting, carrying, pushing and/or pulling.

Nothing in this job description restricts NEIA's right to assign or reassign duties and responsibilities to this position at any time.

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Interested candidates are asked to send a cover letter and resume to careers@neiacademy.org with the subject: Head of Enrollment Management.

We are unable to respond to phone or email inquiries. To learn more about New England Innovation Academy, please visit our website: <https://neiacademy.org/>