



DIRECTOR OF ENROLLMENT

York School, Monterey, California

Full Time, Exempt

York's distinct mission is to inspire and prepare a diverse community of creative, independent thinkers. Through robust curricular, co-curricular, and extra-curricular programs, the School strives to produce globally-minded students who solve complex problems in their current and future communities using relevant 21st-century skills.

The Director of Enrollment serves as a primary ambassador for the school's mission, culture, and distinctive programs. This role is responsible for the full arc of the student enrollment journey—from first inquiry through matriculation and beyond—and plays a vital role in sustaining the health and vitality of our school community through both thoughtful recruitment and purposeful retention.

This position reports to the Head of School, is a member of the School's Administrative Team, and serves as chief staff liaison to the Enrollment and Marketing Committee; working closely with the Committee chair and organizing agendas and meeting materials and presenting at meetings. The Director of Enrollment supervises the Assistant Director of Enrollment, the Enrollment Associate, and the Marketing and Communications Manager.

The Director of Enrollment will lead and supervise the Enrollment Office, develop, implement, and evolve a comprehensive data-informed strategic enrollment plan, and bring vision, warmth, and deep knowledge of the independent school landscape to this role. The position is ideally suited for a talented enrollment professional with experience that equips them to build an operation grounded in awareness of best practices, with processes that prioritize efficiency and decision-making informed by effective data use.

PRIMARY RESPONSIBILITIES

- Lead and oversee the full enrollment process, including inquiry management, family visits, interviews, application review, enrollment decisions across all grade levels (8–12).
- Develop and execute a multi-year recruitment strategy that reflects York's mission and attracts mission-appropriate families and students.
- Cultivate and sustain relationships with prospective families, current families, alumni, and feeder schools, serving as a thoughtful and knowledgeable representative of York School.
- Build and maintain partnerships with educational consultants, community organizations, and peer institutions to expand York's reach and visibility.
- Coordinate and participate in Open Houses, campus visit days, school fairs, and other recruitment events—both on and off campus.

- Develop and implement an enrollment and communications strategy with the advancement team to attract mission-aligned candidates and enhance the school's online presence and reputation.
- Supervise, train, and lead the Enrollment team, fostering professional growth and accountability within the team.
- Oversee the planning and execution of admission events, assessments, and transition activities.
- Ensure an efficient and streamlined experience for prospective students and their families, from lead generation to enrollment and retention. Oversee the evaluation of prospective students.
- Work with students, volunteer parents, and alumni to build a network of ambassadors who can authentically share the York experience.
- Develop and implement a comprehensive, data-informed enrollment management plan in partnership with the Head of School, Director of Finance and Board of Trustees, including enrollment forecasting and goal-setting for each recruitment season
- Proactively build relationships with current families, listening for signals of satisfaction or concern that may affect re-enrollment decisions.
- Collaborate with the Head of School, Director of Finance, and the Financial Aid Committee to ensure that need-based aid is distributed thoughtfully and aligned with York's commitment to access.
- Guide prospective and current families through financial planning and aid conversations with sensitivity and clarity.
- Inform tuition pricing and financial aid strategy in the context of enrollment goals and institutional sustainability.
- Prepare and present regular enrollment reports and data summaries for the Head of School and Board of Trustees.
- Maintain and leverage the school's enrollment information systems to track the full enrollment pipeline, from inquiry through matriculation.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Three to five years of administrative experience in an educational setting required with independent school experience in admission and enrollment management preferred.
- Bachelor's degree required. Master's degree preferred.
- Excellent written and verbal skills, experience working with diverse populations, and must possess strong organizational skills and demonstrate attention to detail.
- Computer skills are a must with preferred experience with the Google application suite. Desire to learn current or new software is a necessity.
- Understanding independent school finances is essential; must be analytical, and be able to exercise comprehensive problem solving and decision making skills.
- The position frequently requires additional hours outside of a typical work week.

SCHOOL INFORMATION

Founded in 1959, located on scenic hillside terrain in California's Monterey Bay area, York School is a college preparatory, coeducational, independent day school for grades 8-12. York is an intentionally small school with a rigorous academic program, exceptional faculty, and a distinctive campus culture. 76% of York's faculty hold advanced degrees and the average class size is 15. www.york.org

COMPENSATION

- Salary Range: \$110,000–\$125,000 based on experience
- Benefits:
 - Medical 90% employee coverage
 - Dental 90% employee and dependent coverage
 - Vision 90% employee and dependent coverage
 - Retirement: 1-to-1 match of 5% of base salary; Tax Deferred Annuity - 1% of base salary
 - HSA: \$1,000 annual contribution
 - Tuition Remission

HOW TO APPLY

[York School](#) in Monterey, CA has engaged DovetailED to lead a search for a [Director of Enrollment](#) to start Immediately. Interested candidates should review the Opportunity Statement and submit a cover letter, resume, and list of references as a consolidated PDF to Jen Powers, Recruiter at [DovetailED Talent Sourcing](#), at jen@dovetailedsourcing.com.

York School Director of Enrollment Opportunity Statement Link:
<https://bit.ly/york-directorofenrollment>.

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

York School provides equal opportunity to all employees and applicants for employment without regard to race, color, religion (including religious dress and religious grooming), gender, gender identity (defined as each person's internal understanding of their gender), gender expression (a person's gender related appearance or behavior, whether or not stereotypically associated with the person's sex assigned at birth), sexual orientation, national and (or) ethnic origin, citizenship, ancestry, age, marital status, registered domestic partner status, military or veteran status, physical or mental disability, legally protected medical condition, sex (including pregnancy or perceived pregnancy, childbirth, breastfeeding, or related medical conditions) genetic information or characteristics, or any other characteristic protected by federal or state law or local ordinance.