

Position Announcement

Director of Enrollment Management

The Tower School

Wilmington, Delaware

towerhill.org

Start Date: July 2025



Overview

Tower Hill School is a coeducational private school for age three (Tower Tots) through Grade 12, dedicated to living our motto *Multa Bene Facta*—Many Things Done Well. With a beautiful 44-acre campus located in northwest Wilmington, Tower Hill has the reputation as one of the top academic schools in the region. The School's unparalleled resources include excellent faculty, state-of-the-art facilities and individualized learning support, and was named #1 Best Private K-12 School in Delaware and #6 Best Private High School in the Greater Philadelphia Area for 2023 by Niche, scoring an overall grade of A+.

Tower Hill School prepares students from diverse backgrounds for full and creative engagement with a dynamic world. Each student is provided with an educational experience that emphasizes the development of an inquisitive, discerning and critical mind; the value of being creative and aesthetically sensitive; the appreciation of physical well being; the ability to collaborate and to function as part of a team; and the growth of character.



Mission

Tower Hill School prepares students from diverse backgrounds for full engagement with a dynamic world. Each student is provided with an educational experience that emphasizes the development of an inquisitive, discerning and critical mind; the value of being creative and aesthetically sensitive; the appreciation of physical wellbeing; the ability to collaborate and to function as part of a team; and the growth of character.

At a Glance

Established: 1919

Enrollment: 867

Lower School enrollment (TT-4th): 293

Middle School enrollment (5th-8th): 252

Upper School enrollment (9th-12th): 322

Students of color: 39%

Total faculty: 108

Faculty of color: 13.1%

Student/teacher ratio: 8:1

Average class size: 15

Financial aid budget: \$4.2M (2024)

Students receiving aid: 38%

Endowment: \$60M

Annual operating budget: \$26M

Campus size: 44-acres

Position Description

Tower Hill seeks a Director of Enrollment Management (DEM) to begin in July 2025. The DEM will report to the Head of School and serve on the Senior Leadership Team. The position will be a new one for the Tower Hill community. Currently, enrollment is led by the Director of Advancement and Enrollment Management who has successfully supported the school's enrollment growth and fostered a warm and welcoming process for prospective students and their families. The aspirations and scope of the two offices, however, are not sustainable for one person, and after thoughtful reflection—including an in-depth and data-driven audit—school leadership decided to have the current Director lead advancement efforts and to add a Director of Enrollment Management. The DEM will lead a collaborative and hard-working team that includes a Director of Upper School Admission and Financial Aid, a Director of Lower and Middle School Admission, and an Admission Office Administrative Assistant. Collectively, they offer prospective students and their families a very welcoming and highly personalized experience through the admission process.

The Director of Enrollment Management oversees all facets of attracting, admitting, and retaining a qualified, diverse and dynamic student body which represents Tower Hill's motto, *Multa Bene Facta*, or Many Things Done Well, a philosophy about commitment, hard work, multifaceted learning, and extraordinary and healthy achievement.

The ideal candidate will be a passionate and stalwart promoter of Tower Hill School, a systems thinker with exceptional organizational and data analysis skills, and a proven and creative leader in admissions, recruitment and retention. The Director will develop and lead inclusive outreach efforts to draw families from diverse backgrounds and a larger geographic area to the school and will ensure that Tower Hill continues to enroll promising students who both thrive as part of the school community and who, in turn, contribute to the community as a whole.

This appointment comes at a pivotal time for Tower Hill School as the school seeks to make its reputation as the premier educational choice in Wilmington known beyond the immediate area in order to make Tower Hill a "destination school" for families of talented children of strong character in communities not geographically or historically inclined to consider the school.

Learn More

Click on the links below to learn more about Tower Hill School.

[School Website](#)

[School History](#)

[Strategic Plan](#)

[Internal Job Description](#)

[Diversity, Equity, and Inclusion](#)

[Benefits of Working at Tower Hill](#)

[College Profile](#)

[Lower School Student Handbook](#)

[Upper School Academic Program Guide](#)

[About Wilmington, DE](#)

Location

Recently ranked as one of the "15 Happiest Places to Live" in the U.S. by *Outside Magazine*, Wilmington, DE sits nestled in the heart of the Mid-Atlantic, offering a gentle blend of a thriving corporate hub and a vibrant cultural tapestry. Delawareans enjoy the added benefits of tax-free shopping, low property tax structure, and affordable housing, making it an inviting place to call home. For the Tower Hill community, Delaware provides to be an ideal place to raise a family, offering a blend of professional opportunities and a welcoming community.

Wilmington stands as a national financial center as well as a place for dynamic tech start-ups, medical innovation, and more. The city's diverse attractions from Winterthur Museum to Trolley Square, cater to various tastes, while its fine dining scene, including a Tower Hill alumnus' restaurant, was recently celebrated in *Food + Wine* magazine and on *Eater Philadelphia*.

With direct highway access and Amtrak service, Wilmington easily connects to Philadelphia—just 30 miles to the north—and is within a two-hour drive of Baltimore, New York City, Washington, D.C., Delaware beaches, and the Poconos.



Looking ahead, the primary opportunities and near-future priorities for the Director of Enrollment Management include:

- Strategically broadening and deepening the school's outreach in the community and into new areas.
- Establishing and building collaborative partnerships with members of the school community—underscoring and celebrating the ways in which all community members support the work of admission and enrollment with particular attention to:
 - Developing partnerships and sharing/exchanging information with and establishing clear communication with division heads and faculty.
 - Strengthening and broadening student and parent/guardian volunteer programs.
- Seeking and using data in developing strategy and decision making.
- Close and strategic collaboration with the communication team in developing a thoughtful and regular cadence of outreach to prospective students and families.
- Development of systems around recruitment, assessment, and retention in collaboration with colleagues.

About the Head of School

Sarah Baker became the 11th Head of Tower Hill School in 2023. She joined the Tower Hill community in 2021 as Head of Upper School. She served as Assistant Head of Upper School at Collegiate School in Richmond, VA from 2016 to 2021. Her prior experience also includes teaching Latin and History to Middle and Upper School students at Agnes Irwin School in Bryn Mawr, PA and serving her alma mater, The Episcopal Academy in Newtown Square, PA, in the Development Office and as an Upper School Form Dean and Chair of the English Department. Sarah earned her B.A. at Duke University and her M.Ed. at the University of Pennsylvania.



Qualifications and Personal Attributes

- Significant admission/enrollment experience in independent schools or higher education with responsibility in growing and developing markets.
- Knowledge of, experience with, and the ability to research and adopt changes in best practices in strategic enrollment management, financial aid, and communications and marketing.
- Model high standards of professionalism and able to build warm, uplifting, and trusting working relationships marked by flexibility, humor, optimism, humility, excellent emotional intelligence, extraordinary interpersonal skills, and collaboration.
- Excellent communication skills across a range of community stakeholders—particularly strong and empathetic listening ability, dynamic and engaging speaking skills, and clear and compelling writing experience.
- Strong leadership skills, especially around motivating, collaborating, inspiring, and educating the school's internal and external community members and the ability to support, organize, and guide the admission team.
- Strong data orientation and analytical abilities. Knowledge of Blackbaud would be ideal.
- Ability to think and act strategically and to effectively operationalize strategic ideas and goals.
- Demonstrated leadership, engagement in, and a commitment to diversity, equity, inclusion.
- Possess a deep understanding of human development, demonstrated by knowledge of child development PreK-12, a growth mindset, and belief in the capacity of humans to be life-long learners.
- Bachelor's degree required, advanced degree preferred.

To Apply

Tower Hill School has retained Carney, Sandoe & Associates/The Baker Group to assist in the recruitment of Director of Enrollment Management. Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents.

- A cover letter expressing their interest in this particular position;
- A current and thorough résumé;
- Two writing samples, such as a parent/guardian communication, newsletter, open house speech, blog, or article;
- Contact information for five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission).

Send these materials to:

Jennifer Wong Christensen
Senior Consultant,
Carney, Sandoe & Associates

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Cathy Shelburne
Consultant and Executive Coach
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