

Position Announcement

Director of Enrollment Management
Buckingham Browne & Nichols School
Cambridge, Massachusetts
bbns.org
Start Date: July 2025



Overview

Located in Cambridge, Massachusetts, Buckingham Browne & Nichols (BB&N) is an independent, all gender, preK-12 day school that engages students in a dynamic and engaging educational experience. The school comprises three divisions on three distinct campuses: Lower school (333 students in grades B-6), Middle School (173 students in grades 7-8), and Upper School (542 students in grades 9-12).

BB&N is a school equally committed to academic excellence and kindness, and a community where scholarship and belonging are complementary priorities. True to its Cambridge location — the world-famous hub of learning — BB&N is a place where “it’s cool to be smart.” BB&N students are inquisitive, energetic, hard-working, and kind. The same is true of its faculty and staff, a group of professionals who make it their mission to truly know each student, meet them where they are, and inspire them to reach ever greater heights.

BB&N is powered by its remarkable people. It is a school that thrives on the diversity of backgrounds, cultures, religions, perspectives, and lived experiences that each individual brings to our campus community. What bonds its “uKnighed” community is a shared belief in the power of learning and steadfast trust in BB&N’s core values of inquiry, integrity, belonging, and kindness.



Mission

BB&N is an academically excellent, diverse, and inclusive community where students develop into lifelong learners who lead with kindness, curiosity, and integrity. We prepare students to be responsible and open-minded as they engage with the world around them.

Core Values

Inquiry: We promote curiosity and critical thinking to inspire a lifelong love of learning.

Integrity: We strive to be honest, conscientious, and accountable in our actions even when no one is watching.

Belonging: We foster a culture of respect, well-being, and connection that values all individuals and empowers them to discover and be their authentic selves.

Kindness: We strengthen our communities by recognizing our common humanity and treating ourselves and others with respect and compassion.

At a Glance

Established: 1974

Enrollment: 1,038

Students of color: 48%

Faculty of color: 35%

Financial aid budget: \$11.8M

Students receiving aid: 24%

Endowment: \$100M

Annual operating budget: \$63M

Campus size: 3 campuses

Position Description

Reporting to the Head of School, the Director of Enrollment Management (DEM) at Buckingham Browne and Nichols School (BB&N) is a member of the Senior Leadership Team and is responsible for leading the strategic and operational components of the school's enrollment function, developing the research necessary to inform decision-making, as well as the oversight of student recruitment, financial aid, and marketing efforts. The DEM leads enrollment management discussions and manages the Admission Office's 12 full and part-time staff, located on three separate campuses, and is responsible for all enrollment management and financial aid staff, activities, and budgets on three separate campuses (Lower School, Middle School, Upper School). Working closely with the Chief Learning Officer, Campus Directors, Chief Financial Officer, Athletic Director, and Communications Team, the DEM guides all processes that support the School's enrollment, re-enrollment, and retention efforts. An essential part of the School's recruitment and enrollment of students, the DEM oversees the administration of the admissions and financial aid budgets, which requires sensitivity to economic, cultural, and social components present in the enrollment of a diverse student body.

Opportunities and Challenges

Maintaining and expanding a diverse and sustainable pipeline of students. BB&N is fortunate to be a school that has a strong applicant pool. The DEM is tasked with ensuring that the pipeline of applicants is aligned with the school's mission to be "an academically excellent, diverse and inclusive school." This strategic work focuses on attracting students from a wide range of lived experiences and educational backgrounds, rather than just exclusively growing the inquiry and applicant pools. This work requires the DEM to build and maintain strategic partnerships both inside and outside the traditional independent school pipeline.

Strategically overseeing and stewarding a \$12M Financial Aid budget. BB&N is committed to maintaining a socio-economically diverse student body across all 14 grades. Currently 24% of our student body receives some level of financial aid. Working with the Board, the Head of School and the Admissions team, the DEM is a key strategic partner in managing and promoting our commitment to access and affordability. This work encompasses thoughtfully allocating the budget, tracking impact, sharing that impact with the larger community and thinking strategically about how to continue this commitment moving forward.

Using Data to inform decision making. BB&N is committed to being a data-driven organization. The use of data in enrollment management is critical to allocating resources, tracking trends, and making thoughtful and deliberate admissions decisions. In addition, the DEM will work with the rest of the Senior Leadership Team and our Institutional Researcher to make data informed decisions about many aspects of school life. Simply put, the DEM must feel very comfortable tracking, analyzing and using both quantitative and qualitative data to make decisions.

Learn More

Click on the links below to learn more about Buckingham Browne & Nichols School.

[School Website](#)

[School History](#)

[Strategic Plan](#)

[Diversity, Equity, and Inclusion](#)

[School Profile](#)

Location

Cambridge, MA, is a vibrant and intellectually rich city known for its world-class educational institutions, including Harvard University and the Massachusetts Institute of Technology (MIT). Located just across the Charles River from Boston, Cambridge offers a unique blend of historic charm and cutting-edge innovation. The city is home to a diverse community, with a thriving cultural scene, eclectic dining options, and abundant green spaces. It's a hub for academic and professional growth, providing a dynamic environment for both work and leisure.

About the Head of School

Dr. Jennifer Price has served as Head of School at BB&N since 2018. Noted for her collaborative leadership style, Dr. Price has overseen the implementation of a strategic plan that has bolstered the overall student experience, fostered a culture of innovation in teaching and learning, constructed a 6-acre athletic campus via a public/private partnership, and redoubled the school's efforts toward sustaining an equitable and inclusive community. During her 30-year career in education, Dr. Price has established herself as one of the premier academic leaders in Massachusetts. Before joining BB&N, she served as Superintendent of North Andover Public Schools, overseeing a system of eight schools and 4,800 students, and as Principal of Newton North High School, where she narrowed racial and socio-economic achievement gaps and stewarded an award-winning, 400,000 square-foot high school construction project. She received her Doctorate in Education from Harvard Graduate School of Education, and co-authored a chapter with Dan Koretz on assessment literacy in *Datawise*.

Continuing to evolve BB&N's brand. It is critical that the BB&N brand continues to evolve to meet the current reality of our market. Given that our school spans 14 grades, this is exciting and adaptive work that can often look different across our three campuses. The DEM, in collaboration with our Communications team and the Head of School, plays an important role in this work and serves as a key messenger to the broader community about the value proposition of a BB&N education.

Essential Functions and Key Objectives:

- Provides leadership in enrollment management, which includes admission, financial aid, marketing, and recruitment and directs the process of attracting, enrolling, and retaining students at BB&N.
- Sets data-driven annual enrollment and admission goals, in accordance with the School's mission, to promote essential elements of diversity in the student body, based on enrollment goals set by the Board of Trustees and Head of School.
- Understands and informs the Leadership Team, admissions staff, and greater school community about research, demographics and other relevant enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Actively supports the school's Diversity, Equity, Inclusion, and Global Education (DEIG) mission and initiatives in all facets of the role.
- Collaborates with the Board of Trustee and Board Finance Committee; keeps the Board fully apprised of the School's admission and financial activities.



Qualifications and Personal Attributes

The ideal candidate will be a seasoned and proven leader with deep experience in all aspects of enrollment, marketing, and admissions. BB&N strives to hire people committed to the school's mission and values. The following qualifications are sought in the ideal candidate:

- Bachelor's degree required; Master's degree preferred.
- Minimum 5 years of admission/enrollment management experience and a strong understanding of the budget drivers that impact school finances.
- Commitment to working in and fostering an inclusive community.
- Strategic thinker and creative problem-solver with ability to see the big picture.
- Superior communication skills both written and spoken.
- Superior interpersonal, organizational, leadership and managerial skills.
- Skilled and facile with technologies that support student record management, analytical reporting, office operations, and social media strategy.
- Significant experience using technology including databases, spreadsheets, and Google forms.
- Fluency with database management software preferred.
- Comfortable with the use of data to make strategic enrollment management decisions and to create effective board reports.
- An ability to manage multiple complex tasks, meet tight deadlines and changing demands.
- A commitment to confidentiality and good judgment on sensitive matters.
- Skilled manager who enjoys identifying and developing talent and has consistently created high-functioning teams and a welcoming atmosphere within the department.
- Experience as a teacher, coach, advisor, at multiple grade levels from grades PK-12 is a plus.

To Apply

Buckingham Browne & Nichols School has retained Carney, Sandoe & Associates / The Baker Group to assist in the recruitment of the 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 of no more than four pages;
- A writing sample, 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) to:

Christine Baker

President, The Baker Group; Practice Leader,
Admission & Enrollment Management Practice,
Carney, Sandoe & Associates

chris.baker@carneysandoe.com

Amy Rogers

Consultant,
Carney, Sandoe & Associates

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Buckingham Browne & Nichols School does not discriminate on the basis of race, color, religion, creed, age, gender identity, national origin or ancestry, veteran status, sexual orientation, genetic information, or any non-job related physical or mental disability. We welcome candidates who will increase our diversity; we encourage candidates of color and all diverse candidates to apply.

Buckingham Browne & Nichols Schools takes the health and safety of its community members very seriously. Because we serve students, we strongly encourage all employees to receive at least one of the Pfizer, or Moderna bivalent COVID-19 vaccines before commencing employment.

