

THE SUMMIT ACADEMY

Catholic Classical Education | Fredericksburg, Virginia

FULL-TIME
\$60,000-\$75,000

Director of Enrollment & Community Engagement

Build demand. Guide families. Strengthen community relationships. Operate a disciplined enrollment process.

The Summit Academy is a growing Catholic classical school in Fredericksburg, Virginia, committed to forming students intellectually, morally, and spiritually through the Classical education and the Catholic faith. Summit is a Newman Guide Recommended School and an Institute for Catholic Liberal Education Premier Member.

THE OPPORTUNITY Summit seeks a hands-on leader to own student recruitment, admissions, enrollment management, and community relationship development. The strongest candidate will combine warm, mission-centered engagement with disciplined follow-up, outreach, events, CRM use, pipeline management, and reporting. This is an opportunity to shape and lead the enrollment function of a growing school, with the potential for the role to expand in scope and leadership responsibility as Summit grows.

Role and Reporting

The Director reports to the Headmaster and owns day-to-day enrollment execution and community engagement. The Headmaster retains educational and mission leadership, admissions standards and final admissions judgment, and executive supervision. The Board Enrollment Committee supports strategy, accountability, resources, and community access; it does not manage the daily pipeline.

Enrollment Process

AWARENESS	INQUIRY	ENGAGEMENT	APPLICATION	DECISION	ENROLLMENT
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Community engagement feeds the funnel; disciplined follow-up moves families through it; data shows where action is needed.

Key Responsibilities

Enrollment & Family Engagement

- Own the prospective-family pipeline from first inquiry through enrollment, with timely personal follow-up and clear next actions.
- Coordinate tours, student visits, applications, interviews/admissions steps, decisions, enrollment, and appropriate re-enrollment support.
- Identify stalled or at-risk opportunities early and act to move or close them.
- Communicate Summit's Catholic classical mission clearly and authentically to prospective families.

Systems, Reporting & Improvement

- Maintain the enrollment system as the authoritative record for families, opportunities, communications, next actions, and outcomes.
- Provide concise reporting on enrollment vs. target, pipeline, conversion, source performance, aging, forecast, risks, and actions.
- Set practical standards for response time, follow-up, data quality, events, and handoffs; continuously improve the process.

Community Engagement & Demand Generation

- Build sustained relationships with Catholic parishes, homeschool communities, civic and nonprofit organizations, businesses, current families, and other referral sources.
- Represent Summit in the community and develop advocates, connectors, partnerships, and referral relationships.
- Plan recruiting events and outreach with clear objectives, lead capture, ownership, follow-up, and measurement.
- Track which relationships, channels, and activities generate qualified inquiries and enrolled students.

Measures of Success

- Enrollment and annual re-enrollment performance relative to approved targets.
- Timely follow-up, stalled-opportunity management, data quality, and forecast reliability.
- Effectiveness of events and outreach in generating qualified opportunities and enrollments.
- Qualified pipeline and conversion by grade, stage, and source.
- Growth of productive parish, homeschool, community, and referral relationships.
- A repeatable enrollment process that is visible, measurable, and less dependent on individual memory.

Candidate Profile

The strongest candidate may come from school admissions/enrollment, advancement, nonprofit or community development, relationship-based sales or business development, recruiting, or another relationship-intensive field.

- Excellent relationship-building, communication, and public-representation skills.
- Strong organization, follow-through, and project-management discipline.
- Comfort initiating outreach and developing new relationships.
- Experience with CRM, admissions, sales, fundraising, or comparable systems.
- Ability to work from goals, metrics, pipeline data, and forecasts.
- Sound judgment and discretion with families and confidential information.
- Practicing Catholic with ability to authentically support and represent Summit's Catholic and Classical mission.
- Bachelor's degree or equivalent professional experience preferred.

Why This Role Matters

- Own and shape a core growth function rather than fill a narrow support role.
- Build long-term relationships across families, parishes, homeschool networks, and the broader community.
- Create durable systems and processes in a growing school rather than inherit a rigid bureaucracy.
- Work closely with school leadership and help shape Summit's next stage of growth.

Work Expectations & Compensation

Full-time, primarily on-site position with regular activity throughout the Fredericksburg/Spotsylvania/Stafford region. Some evening and weekend work is expected for school and community events; local travel is required and occasional regional travel may be appropriate. **Salary range: \$60,000-\$75,000, commensurate with experience and qualifications.**

HOW TO APPLY

Submit a cover letter and resume to: **Melissa Buhle, Search Coordinator (mbuhle@thesummitva.org).**
Learn more: **thesummitva.org/employment**