

Trillium Academy

Position Description: Director of Enrollment Management

Position Summary

The Director of Enrollment Management is a senior leadership position responsible for the strategic and operational aspects of recruitment, enrollment, retention, and financial aid to ensure a mission and culture-aligned student body for Trillium Academy. The Director of Enrollment Management reports directly to the Head of School.

The Director provides strategic leadership based on current best practice and analysis of local and national demographic and enrollment trends, crafts marketing and messaging campaigns that articulate clearly the school's purpose and benefits to external and internal communities, works collaboratively with faculty and staff to implement effective recruitment and retention strategies, and aligns initiatives to meet the school's strategic aims.

The Director builds the systems required to manage the operational needs of the enrollment process from initial outreach/marketing strategies through retention of current students, ensuring clarity, consistency, and accuracy of communication and records.

The Director ensures a process that builds relationships within the community and with external partners.

About Us

The mission of Trillium Academy is to break away from conventional schooling and celebrate the incredible capabilities of twice-exceptional (2e) students, providing them with a learning environment that discovers and develops their talents and passions.

Trillium Academy was founded by a dedicated group of parents with a vision to create a nurturing environment for 2e students in Seattle. Here, we celebrate students for their unique skills and interests and guide them to develop their abilities and capacities in order to lead successful and enriching lives while contributing to the school community and the world. We value authenticity, positive self-awareness, open and honest communication, and trust built on the belief that everyone has the students' best interest at the heart of what we do.

Our school is designed to meet the needs of our students, recognizing their exceptional talents alongside their learning differences. With teacher/student ratios lower than typical private and public schools and a focus on fostering positive relationships, we create an environment where

students can flourish academically, socially, and emotionally. This is a place for students to learn how to be productive, independent, civic-minded adults.

Key Responsibilities

- Develop and implement short-term and long-term strategies to recruit, enroll, and retain students who benefit from and contribute to the school community
- Generate enrollment models, forecasts, and trend analyses to inform strategic planning, staffing and resource allocation
- Serve as an ambassador and school advocate to prospective families and external partners
- Manage development of marketing materials, digital and print, including website content and enrollment messaging
- Oversee all phases of the admissions process from inquiry through enrollment, including open houses, tours, visit days, interviews, and applicant assessment
- Collaborate with the Director of Business Operations and Head of School to design a financial aid process that is equitable and effective
- Support enrollment-related budget planning including enrollment projections, financial aid projections, and tuition setting as it relates to the school's market position
- Make enrollment decisions with head of school balancing mission-fit, student support needs, financial sustainability, and community health
- Lead re-enrollment and retention strategy, monitoring attrition and retention trends
- Co-ordinate orientation and community-building events for new and returning families
- Design feedback loops through surveys and ongoing communication to assess and strengthen satisfaction and engagement
- Report enrollment data, projections and trends to the Head of School and the Board of Trustees
- Remain current regarding local and national enrollment trends and best practices in enrollment management
- Work with senior leadership, faculty and staff to better align school programs and services with market trends, community needs, recruitment and retention practices, and the school's strategic goals

Required Skills and Competencies

- Deep alignment with Trillium Academy's mission and a strong understanding of, or willingness to learn about, twice-exceptional learners
- Commitment to ethical enrollment practices and sensitivity to economic, cultural, and learning differences within a diverse school community
- Superb interpersonal, oral, and written communication skills

- Strong organizational skills with attention to detail and follow-through
- Ability to maintain confidentiality and exercise sound judgment
- Comfort making complex, values-based decisions in ambiguous or evolving environments
- A collaborative, entrepreneurial spirit and growth mindset
- Proven ability to build strong working relationships with colleagues, students, parents, and trustees
- Flexibility to adapt in a startup environment and willingness to step in wherever needed
- Successful completion of background check and fingerprinting

Preferred Qualifications

- Strong admissions or sales and marketing experience, including leadership responsibilities, ideally in an independent school or higher education setting
- Demonstrated proficiency with data collection, analysis, and data-based decision-making
- Experience with CRM platforms, enrollment software, or data-tracking systems
- Familiarity with progressive, strength-based, or neurodiversity-affirming educational models

Education & Experience

- Bachelor's degree required; advanced degree preferred or equivalent experience
- Minimum of 3–5 years of experience in admissions, enrollment-related roles, or equivalent field experience
- Prior experience in an independent or charter school setting preferred

To Apply

Please complete this [form](#) (including uploading a resume & cover letter).

Compensation & Benefits

- Compensation: \$90,000-\$100,000
- Medical (premiums paid at 100% for employees/75% for dependents)
- Dental Insurance (premiums paid at 75% for employee & dependents)
- Vision insurance (premiums paid at 75% for employee & dependents)
- A 403(b) retirement plan with a 100% company match of employee contributions up to 5% compensation through Human Interest.
- Employee Assistance Program with Behavioral Health Systems (available for full family)
- Norton Lifelock Identity and Device Protection (available for full family)
- Life insurance
- Pet Insurance
- Passport Corporate Discount Program including gym memberships, travel, etc.
- Accidental death & dismemberment insurance
- Long-term disability insurance
- Travel Insurance embedded in Life AD&D Product (LifeMap)
- Paid sick leave: up to 7 days

- 3 Paid personal days/floating holidays
- Paid vacation time: up to 20 days per year