



TRIANGLE DAY SCHOOL



Director of Admissions and Enrollment

Position Statement

Durham, North Carolina | Start Date: July 1, 2027

Overview

Triangle Day School | Durham, North Carolina

An independent school serving 345 students in TK through Grade 8, Triangle Day School (TDS) blends a challenging academic program with a nurturing environment, fostering a warm, welcoming community where every child feels known, valued, connected, and loved.

We are seeking an experienced, highly relational Director of Admissions & Enrollment to lead the School's efforts to attract, enroll, and welcome a diverse group of families who will thrive in the TDS community.

This leadership position is an exciting opportunity for someone who believes deeply in the power of relationships and can communicate the TDS story with authenticity and enthusiasm.

The Director will play a central role in helping families discover what makes TDS special. At the same time, the Director will work closely with the Head of School, faculty, administrators, current families, and the Communications & Marketing team to ensure that enrollment remains a shared responsibility across the School.

TDS Today

Following a decade of significant growth, during which TDS doubled our student population and expanded our campus to meet the needs of our students and faculty, Triangle Day School is entering a new phase.

Every day, we cultivate a school culture that combines challenging academics and a nurturing environment where care, empathy, and mutual respect thrive. We are committed to fostering a community in which diversity is celebrated, equity is championed, and belonging is foundational to our mission.

We seek a Director of Admissions & Enrollment who can build meaningful relationships with prospective families while cultivating partnerships across the Durham area to help introduce TDS to a broader range of students and families.



The Opportunity

At TDS, enrollment is about much more than processing applications. It is about *relationships*.

It is about helping parents understand our educational philosophy and envision their child as part of our community. It is about getting to know students as individuals. It is about listening intently to families and determining whether TDS is the right fit for them, and whether they are the right fit for TDS.

The successful candidate will be a natural relationship-builder who can move comfortably between strategic planning and highly personal interactions with a diverse range of families. They will be equally comfortable analyzing enrollment data, giving a campus tour, speaking with a prospective parent, collaborating with a teacher, planning an admissions event, and representing TDS throughout the wider community.

TDS attracts strong interest from prospective families and typically maintains full enrollment with a modest waitlist. Building on this foundation, the Director of Admissions & Enrollment will have the opportunity to broaden our reach, cultivate new relationships, and help ensure that the TDS community better reflects the diversity of our city.



Position: Director of Admissions & Enrollment

Reports to: Head of School

School: Triangle Day School

Location: Durham, North Carolina

Enrollment: Approximately 350 students

Grades: Pre-K-8

Position: Full-Time, 12-Month Administrative

Key Responsibilities

Enrollment Strategy

- Partner with the Head of School and administrative leadership to establish and meet enrollment goals tied to the strategic plan.
 - Monitor enrollment trends, inquiries, applications, decisions, yield, and retention.
 - Use data and market information to identify opportunities and challenges.
 - Develop and maintain an annual admissions calendar, timeline, and budget.
 - Prepare regular updates and reports for the Head of School and Board as appropriate.
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Admissions

- Lead an organized, timely, personal, and welcoming admissions process from initial inquiry through enrollment.
 - Serve as the primary point of contact for prospective families.
 - Conduct individual and group tours and prospective-family meetings.
 - Coordinate events, open houses, information sessions, student visits, and other opportunities for families to experience TDS.
 - Manage applications, interviews, student visits, admissions decisions, enrollment contracts, and related communications.
 - Work closely with teachers, division directors, and the Head of School to evaluate applicants and determine appropriate student-school fit.
 - Maintain accurate admissions records; effectively utilize the School's enrollment management systems.
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Relationship Building

- Develop authentic, lasting relationships with prospective parents and students. Help new families feel welcomed and connected to the community from the moment they enroll.
- Build relationships with current families; engage parents as ambassadors for the School.
- Develop partnerships with area preschools, educational organizations, community groups, and other sources of prospective families.
- Serve as a visible, enthusiastic ambassador for TDS in the wider community.
- Represent the School at community events, educational fairs, and other appropriate venues.

Key Responsibilities

Storytelling & Marketing

- Partner closely with the Director of Communications & Marketing to translate the School's mission into a compelling, cohesive story about TDS.
 - Help identify the stories, experiences, and distinctive qualities that best communicate the value of a TDS education.
 - Collaborate on admissions-related website content, digital communications, social media, print materials, email campaigns, and other outreach.
 - Ensure that prospective families receive clear, timely, engaging, and consistent communications throughout the admissions process.
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Enrollment & Community Experience

- Partner with the Head of School and administrative team to support re-enrollment and retention efforts.
- Work with the Finance Director on enrollment contracts, financial aid, and related processes.
- Ensure a smooth transition from accepted applicant to enrolled student and family.



The Ideal Candidate

The ideal candidate will be:

Warm and Relational

Someone who genuinely enjoys people and children, builds trust quickly, listens carefully, and makes prospective families feel welcomed and valued.

Strategic

Someone who thinks about the long-term enrollment health and sustainability of the School and actively works toward the School's strategic goals.

An Exceptional Communicator

Someone who can speak compellingly and authentically about TDS in a tour, a parent conversation, an email, a presentation, or a community event.

Organized and Detail-Oriented

Someone who can manage a large number of deadlines, applications, events, and communications without losing the personal touch.

Collaborative

Someone who understands that the best admissions programs are deeply connected to the academic program, faculty, communications, advancement, and overall school culture.

Data-Informed

Someone who is comfortable using enrollment data and trends to inform strategy while recognizing that admissions is ultimately about people and relationships.

A Storyteller

Someone who can articulate what makes a TDS education distinctive and help prospective families understand why our school may be the right place for their child.

A Community Ambassador

Someone who enjoys representing TDS in the community and is enthusiastic about introducing new families to TDS.

Most importantly, the Director will become a trusted ambassador for Triangle Day School and someone who can authentically answer the question: **Why TDS?**

Qualifications

Are you looking to make a lasting impact as a leader in a warm and authentic school community? Candidates are encouraged to apply promptly as Triangle Day School works to fill this vital leadership role for the 2027-28 academic year.

We are particularly interested in candidates who bring experience in independent-school admissions; we also welcome exceptional candidates whose backgrounds demonstrate the relationship-building, communication, organizational, and strategic skills necessary to succeed in this role. The ideal candidate will possess:

- Bachelor's degree required; advanced degree preferred.
- 3+ years of experience in independent-school admissions, enrollment management, education, advancement, marketing, or a related field.
- Experience working with children and families in an educational environment.
- Excellent written and verbal communication skills.
- Demonstrated ability to build strong relationships with a diverse group of people.
- Strong organizational and project-management skills.
- Comfort working with enrollment databases and technology.
- Ability to work occasional evenings and weekends.
- Genuine enthusiasm for the mission of Triangle Day School.

To Apply

Interested and qualified candidates should submit the following materials as separate PDF documents to **employment@triangledayschool.org**:

- A cover letter expressing their interest in the Director of Admissions and Enrollment position
- A current résumé
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission)

The priority deadline for applications is **December 1, 2026**.