



DIRECTOR OF SUMMER AND AUXILIARY PROGRAMS

Location: Groton, MA

Post Date: February 2026

Reports To: Chief Financial Officer

Compensation: \$100,000 - \$125,000 based on experience and qualifications

THE OPPORTUNITY

Lawrence Academy seeks an entrepreneurial and strategic leader to serve as its inaugural Director of Summer and Auxiliary Programs, a highly visible role reporting to the Chief Financial Officer and charged with building and leading a comprehensive portfolio of non-tuition revenue initiatives. Emerging from the School's Fall 2025 partnership with SPARC to develop a long-term growth strategy for expanded auxiliary programming, the Director will provide vision, strategic direction, and operational oversight for summer camps and clinics, enrichment and experiential programs, facility rentals, and the school store. This leader will design, launch, and scale innovative, mission-aligned offerings that enhance community engagement, support admissions efforts, and generate sustainable revenue, while building the financial, operational, staffing, and marketing infrastructure necessary to ensure high-quality, safe, and financially sound programs across the Academy.



LAWRENCE ACADEMY PROFILE

Lawrence Academy, located in Groton, Massachusetts, is a prestigious independent, coeducational college-preparatory boarding and day school serving students in grades 9 through 12. Founded in 1793, Lawrence Academy is one of the oldest independent schools in the United States and is known for its strong tradition of individualized teaching and a supportive, inclusive community that encourages students to shine both academically and personally.

Mission and Educational Philosophy.

Lawrence Academy is committed to recognizing students for who they are, inspiring them to take responsibility for who they want to become, and empowering them to make meaningful contributions to the world. The Academy emphasizes a student-centered approach to learning that fosters intellectual curiosity, critical thinking, and personal growth through rigorous academics, experiential programs like Winterim, and a robust advisory system.

Historical Background.

Established originally as Groton Academy and chartered in 1793 by Governor John Hancock, Lawrence Academy has a rich history of adapting to educational needs and sustaining excellence over more than two centuries. The school was renamed in honor of the Lawrence family, whose generous support helped sustain and grow the institution. LA has continued to expand its programs and campus while maintaining a deep commitment to student success.

Campus and Facilities.

Lawrence Academy is situated on a 140-acre campus in the center of Groton, Massachusetts, just 45-minutes from Boston. The campus supports a wide range of academic, artistic, athletic, and community activities, reflecting the school's commitment to holistic development.

Academic and Co-Curricular Excellence.

With a low student-to-faculty ratio and an emphasis on teaching for understanding, Lawrence Academy offers a comprehensive college-preparatory curriculum complemented by experiential learning opportunities, arts, athletics, and service programs. The Academy's distinctive Winterim Program provides students with immersive off-campus and on-campus learning experiences that deepen engagement and foster real-world skills.

Lawrence Academy stands as a distinguished institution that blends a storied heritage with forward-thinking educational practices. Its nurturing community and commitment to developing confident, empathetic, and engaged young adults make it a standout choice for families seeking a transformative secondary school experience.

Our Mission

Lawrence Academy recognizes you for who you are, inspires you to take responsibility for who you want to become, supports you as you learn, and empowers you to take action for the greater good.

Our Vision

A transformative education arises from a just community grounded in diversity, equity, inclusion, and belonging.

Our Practice

RISE expresses our commitment to

- Recognize** the distinctive qualities of each student and provide opportunities for growth;
- Inspire** intellectual curiosity, commitment to learning and knowledge, and student leadership;
- Support** students through teaching practices focused on who they are, how they learn, and what they experience socially and emotionally; and
- Empower** students to exercise their strengths, elevate others, and contribute to the world.



Omnibus Lucet

History: Founded in 1793

Location: 140 acre campus in Groton, MA located 45 minutes from Boston, MA

Students: 400 boarding and day students in grades 9-12

Faculty and Staff: 172 faculty and staff members

Website: www.lacademy.edu



EXPANDED SUMMER AND AUXILIARY PROGRAMMING

In the Fall of 2025, Lawrence Academy engaged with SPARC, the Summer Programs and Auxiliary Revenue Collaborative, to develop a growth strategy for enhanced auxiliary programming. This new leadership position grows out of that plan to spearhead new program development across the school. Below is a snapshot of suggested program opportunities for Lawrence Academy outlined in SPARC's report.

Core Programs

Spartan Day Camp

Traditional Day Camp for PK-8 designed to bring community members on campus for an enriching summer experience.

Summer Sports Programs

Recreational sports programs (soccer, basketball) offered over weekly over the summer season.

Signature Programs

Summer RISE

Weekly workshops for students in Grades 6-9 designed after LA's Winterim program offering a deep dive into a variety of topics.

LA ARTS Lab

Weekly art studio workshops for students in Grades 3-10 that explore visual and performing studios arts.

Reach Programs

Potential Partnerships

Summer Music Workshops, Musical Theater Intensive, and Residential Programming opportunities.

Professional Development

Host summer professional development institutes and parent education workshops.

School Store

Formalized connections to the school store and student education opportunities.

DIRECTOR OF SUMMER AND AUXILIARY PROGRAMS

The Director of Summer and Auxiliary Programs provides strategic leadership, vision, and operational oversight for all non-tuition revenue programs of the School, with a primary focus on summer camps and clinics, enrichment courses and programs, experiential workshops, short-and-long-term facilities rentals, and the ongoing development of new auxiliary programs. This role is responsible for designing, staffing, marketing, and managing high-quality auxiliary programs that align with the School's mission, leverage campus assets, enhance the School's reputation, and positively impact admissions efforts. The Director oversees all people, programs, and operations associated with auxiliary offerings, ensuring financial sustainability, exceptional participant experiences, and safe, well-run programs year-round. The individual in this role must be an organized, hands-on leader, experienced in managing complex budgets and revenue-generating programs, skilled in cross-functional collaboration toward the goal of developing programs that advance the School's mission and positively impact revenue and admissions efforts, and capable of motivating and leading changing seasonal teams to ensure high performance and consistently strong levels of customer service and care.

Key Responsibilities:

Strategic Planning & Program Development

- Develop and execute a comprehensive auxiliary programs strategy that supports the School's mission and long-term financial goals.
- Design, launch, and continuously improve summer (day) camps, clinics, enrichment courses and programs, experiential workshops, and other auxiliary programming.
- Identify and assess new auxiliary program opportunities, partnerships, and revenue streams.
- Ensure all programs reflect best practices in youth programming, education, and experiential learning.

Summer Camps & Experiential Programs

- Create and oversee a diverse portfolio of summer camps and teen workshops, including academic, athletic, arts, leadership, and experiential offerings.
- Establish program goals, schedules, curricula (where appropriate), and pricing models.
- Monitor program quality, enrollment, participant satisfaction, and outcomes.

Facility Rentals & School Store

- Work in coordination with the COO, CFO, Director of Buildings & Grounds, and other departmental leaders as needed to manage all aspects of campus rentals, including summer and off-season use by external groups.
- Contribute to the development of policies, pricing, contracts, and procedures for facility use.
- Coordinate logistics, housing, dining, and campus services to ensure smooth execution of rental programs.
- Oversee e-commerce operations of online school store
- Coordinate pop-up school store during key events

Staffing & People Management

- Recruit, interview, hire, train, supervise, and evaluate all auxiliary program staff, including seasonal and part-time employees.
- Coordinate with Human Resources to onboard and offboard new auxiliary program staff and ensure appropriate background checks and employee documentation are completed prior to scheduled start dates.
- Foster a positive, inclusive, and professional work culture focused on safety, accountability, and service excellence.

Operations & Risk Management

- Ensure that camp programs comply with the State of MA regulatory requirements and standards and all applicable laws, licensing requirements, accreditation standards and School policies.
- Maintain and analyze statistical data and market research in planning and decision making.
- Oversee day-to-day operations of all auxiliary programs, ensuring efficiency, consistency, and high standards.
- Develop and enforce risk management, safety, health, and emergency protocols in coordination with campus leadership.

Financial Management

- Develop and manage annual budgets for all auxiliary programs. In cooperation with the CFO, authorize purchasing and payroll for auxiliary programs.
- Monitor revenue, expenses, and financial performance; prepare forecasts and reports for senior leadership.
- Ensure programs are financially sustainable and meeting revenue goals while remaining competitive and mission-aligned.

Marketing, Enrollment, & Customer Experience

- Collaborate with the School's Communications/Marketing and Admissions teams to establish, maintain, and execute a marketing plan to promote auxiliary programs.
- Oversee enrollment processes, customer communications, and registration systems for all auxiliary programs.
- Maintain strong relationships with families, partners, and external organizations to ensure repeat participation and positive brand reputation.

Collaboration & Campus Integration

- Work closely with academic, residential/student life, facilities, dining, athletics, health, and security teams to coordinate shared resources and schedules.
- Serve as a key liaison between auxiliary programs and the broader School community.

Other Responsibilities

- This job description is not designed to cover or contain a comprehensive listing of all activities, duties, or responsibilities that are required. Duties, responsibilities, and activities may change, or new ones may be assigned at any time.



DESIRED QUALIFICATIONS

The ideal candidate will be a strategic, entrepreneurial leader with a passion for youth programming and a commitment to operational excellence. The following qualifications are required or strongly preferred:

- **Experience:** 5–10+ years of progressively responsible experience in auxiliary programs, summer camps, youth programming, hospitality, or a related field.
- **Education:** Bachelor's degree required; advanced degree preferred.
- **Entrepreneurial Mindset:** Demonstrated ability to think creatively, identify new opportunities, and build programs that are innovative, mission-aligned, and financially sustainable.
- **Youth Development Expertise:** Deep knowledge of youth programming, including current trends, best practices, legal requirements, and risk management.
- **Financial Acumen:** Proven ability to develop and manage budgets effectively.
- **Marketing & Communications:** Experience promoting programs through digital media, social platforms, and website content management.
- **Technology Proficiency:** Skilled in Google Workspace, Excel, database management, and other relevant systems.
- **Project Management:** Strong organizational skills with the ability to manage multiple priorities and meet deadlines.
- **Collaborative Leadership:** Excellent interpersonal skills with the ability to work effectively across departments and teams.
- **Communication:** Exceptional written and verbal communication skills including experience with constituent/parent communications.
- **Strategic Thinking:** A self-starter who can see the big picture while managing details with precision.
- **Professionalism:** High integrity, strong work ethic, adaptability, and a sense of humor.
- **Prior Work Setting:** Experience in an independent school, boarding school, higher education, or similar environment preferred.
- **Compliance:** Must successfully complete a background check.

TIMEFRAME AND START DATE

July 1, 2026 is the preferred start date for this position. However, it is understood that the ideal candidate may have existing commitments, including leading a current summer program. As a result, there is some flexibility in the start date to accommodate these professional responsibilities.



EQUAL EMPLOYMENT OPPORTUNITY POLICY

Lawrence Academy is seeking candidates with a commitment to cultural competence which enables individuals to work and communicate across social and cultural differences. Candidates from traditionally underrepresented groups are encouraged to apply. Further, the Academy does not discriminate and does not tolerate discrimination on the basis of race, color, ethnicity, national origin, religion, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, genetic information, veteran or Uniformed Service status, or any other characteristic protected by applicable federal, state, or local law.

TO APPLY

SPARC, the Summer Programs and Auxiliary Revenue Collaborative, is acting on behalf of the school to recruit and evaluate candidates for this position. Candidates should apply online at:

[Director of Summer and Auxiliary Programs Application](#)

Your online application will require the following:

- Cover letter addressed to: Lawrence Academy
- Resume or CV
- List of 4 professional references with contact information

Thank you for your interest in this role. You will be contacted upon receipt of your submission. If you have any questions, please contact SPARC at: leadershipsearch@sparcnational.com.

