



SIDWELL FRIENDS SCHOOL

DIRECTOR OF AUXILIARY PROGRAMS

Location: Washington, DC

Post Date: September 2025

Reports To: Executive Director of Auxiliary Programs

Compensation: \$120,000 - 150,000, based on experience and qualifications

THE OPPORTUNITY

Sidwell Friends School seeks a visionary and collaborative Director of Auxiliary Programs to lead one of the nation's most comprehensive auxiliary departments. With 1,150 students during the school year and more than 2,600 participants each summer, Sidwell's programs extend learning and community life well beyond the classroom. In this role, the Director will:

- Play a pivotal role in shaping the logistics and vision for auxiliary programs as the School transitions to a consolidated campus over the next two years.
- Balance strategic vision with hands-on operational leadership to ensure programs remain strong, innovative, and mission-aligned.
- Lead and inspire a seasoned team of auxiliary professionals dedicated to high-quality programming and exceptional service.
- Deeply engage with existing programs while designing and launching new initiatives to expand opportunities and generate sustainable non-tuition revenue.

The ideal candidate is a collaborative, entrepreneurial leader who thrives in a dynamic environment, drives continuous improvement, and is eager to contribute to Sidwell's tradition of excellence while preparing the Auxiliary Programs Department for its next chapter of growth and innovation.



SCHOOL DESCRIPTION

Founded in 1883, Sidwell Friends School is a coeducational Quaker day school in Washington, DC, with a longstanding reputation for academic excellence, ethical leadership, and community engagement. The School's mission is rooted in Quaker values: the pursuit of truth, respect for all, commitment to peace, and the joy of lifelong learning. Serving students in Pre-Kindergarten through Grade 12, Sidwell is home to 1,150 students across two campuses in Northwest Washington, DC and Bethesda, MD. The School will be completing a new Upper School building for Summer 2026 and then will begin construction of a new Lower School building resulting in a campus consolidation for the '28-'29 school year.

MISSION STATEMENT

Sidwell Friends is a vibrant and inclusive community guided by Quaker testimonies and the belief that there is that of God in everyone. In all facets of school life—academic, artistic, and athletic—the School prepares students to challenge themselves and strive to reach their highest potential. Embracing continuing revelation, we respect each voice in our diverse community and celebrate the inner light in all. Empathy, wonder, and a passion for learning inspire our students to “let their lives speak.”

VISION

- **Equity, Justice, and Community** - Quakers believe that there is “that of God” in everyone—that goodness and dignity are inherent in all human beings. At Sidwell Friends, exploring and confronting questions of race, equality, and empowerment shape how we teach and learn. Together, we expand our vision of social justice to prepare our students to be in the world, as well as to serve it.
- **Service** - Sidwell Friends students are actively engaged in the world and think critically about what is going on around them. Through a commitment to service, we graduate students who are empathetic, collaborative, and reflective.
- **Environmental Stewardship** - The Quaker tenet of stewardship shapes the Sidwell Friends community, from the design of our school buildings to the food our students eat each day. Our collective responsibility to care for the earth is instilled in students at all grade levels.



Sidwell Friends School Facts

History: Founded in 1883

Location: Two campuses in Washington, DC (Wisconsin Avenue) and Bethesda, MD; campuses will be consolidated for the '28-'29 school year with new Lower and Upper School buildings

Students: 1,150 students in PreK–12

Website: www.sidwell.edu

Auxiliary Program Facts

Full-Time Auxiliary Programs Team: 9

Part-Time Staff: 40+ school year (extended day, enrichment workshops, school store, ECLC); 150 summer seasonal

Extended Day & Enrichment: 400+ students served daily in Lower & Middle School (extended day, enrichment, music lessons, HW Club, shuttle)

Summer Programs: 2,600+ participants across 15+ programs including traditional day camp, sports, Summer Studies, and enrichment offerings.

Budget: \$5+ Million

Website: www.sidwellsummer.org

AUXILIARY PROGRAMS YEAR-ROUND STAFF

The Auxiliary Programs Department is supported by a talented year-round team that provides leadership, operational oversight, and program management across both campuses and throughout the year. In addition to the Executive Director and Director of Auxiliary Programs, the team includes:

- **Associate Director** - oversees all of the programming on the Lower School Campus in Bethesda, including Summer Programs, Early Childhood Learning Center (ECLC), Extended Day Program, Enrichment Programs, Early Risers (Before Care), and the Shuttle. Direct Reports include: 3 full-time ECLC teachers and 3 part-time assistants, 1 full-time Enrichment Assistant, LS Extended Day Coordinator.
- **Director of Summer Programs** - oversees all aspects of Sidwell Summer. Direct Reports include: summer responsibilities of all Auxiliary Programs full-time staff and oversight of 125-175 seasonal employees.
- **Assistant Directors (5)** - each Assistant Director has both school-year and summer responsibilities, with portfolios that include program leadership, operational management, and staff supervision. Examples of their areas of oversight include Extended Day and Enrichment programs at the Lower and Middle Schools, summer athletics and day camp coordination, experiential learning and school trips, facility rentals, and the operations of the Fox Den school store and café. Collectively, the Assistant Directors supervise a large team of part-time and seasonal staff while also leading special events, supporting program administration, and managing key partnerships.
- **Auxiliary Programs Associate** - helps coordinate marketing and communication for school year and summer programs, assists with the design and implementation of LS enrichment, helps oversee Bethesda Campus summer operations and the Tinker Tots program. Direct Reports include: Summer Marketing Intern.
- **Auxiliary Programs Assistants (3)** - full-time staff working in the Fox Den, Extended Day and other school year program responsibilities. Summer roles include Soccer Coach, S'Mores Coordinator, and Office Assistant.

SIDWELL AUXILIARY PROGRAMS VISION

Our vision is to extend the values of a Sidwell Friends education beyond the school day while creating meaningful opportunities for growth, connection, and discovery. We aim to provide valuable services and enriching programs for our students, families, alumni, and the greater community while also maximizing non-tuition revenue to help sustain and strengthen the School's mission. Guided by Quaker values, our programs inspire curiosity, creativity, and reflection, fostering joy and belonging. Through a diverse range of offerings, we strive to enlighten, equip, and empower each participant to learn, grow, and thrive—within the Sidwell Friends community and beyond.

SIDWELL SUMMER PROGRAMS

Sidwell Friends School has offered engaging summer programs for more than 90 years. Today, Sidwell Summer serves a diverse community of participants ages 3½ to 18 across both the Washington, DC and Bethesda campuses. Under the Sidwell Summer umbrella, a portfolio of over 15 self-operated programs, partner-led initiatives, and rental vendor opportunities are offered, organized into the following main categories:

Sidwell Summer's Revenue: \$3+ Million. Website: www.sidwellsummer.org

Discovery Day Camp

- The day camp offering for campers ages 3½ - Grade 5. Participants age 3½ - Grade 1 sample a variety of activities ranging from art, music, sports, STEAM, water play and more. Participants in grades 2-5 select weekly workshops to participate in.

Sports

- Sidwell Summer offers the following sports programs: Basketball, Baseball, Girls Lacrosse, Pickleball, Soccer, Tennis, Wrestling.

Summer Studies

- Sidwell Summer Studies offers both credit and non-credit programming in a range of academic areas for Grades 3-12. These offerings take place on the school's DC campus.

Enrichment

- Offerings include Chess, Coding, Cheer, Dance Explorations, Theater, and LEGOS.

Summer Equity & Justice

- Workshop offerings for grades 6-12 on social justice and leadership topics.

Partner Programs

- Dean Adventures - offerings include culinary arts, sewing, jewelry making, hand crafts, robotics, design and build, and woodworking
- SPARK Business Academy - entrepreneurship, financial literacy
- Play-Well TEKnologies: LEGO
- Codemoji: Coding

Summer Rentals

- Washington Wizards, TIC



AUXILIARY PROGRAMS

Experiential Learning

Middle School Minimester Program (5 Trips)

Upper School Debate, Robotics, Chorus

Athletics - Tournaments, Spring Break, Pre-Season Trips (10+)

Revenue: \$600,000+

Fox Den School Store and Cafe

The Fox Den is open daily. The Fox Den also coordinates Pop Up events throughout the school year as well as Online Specialty stores (Athletics, Alumni, Arts, etc.) and the traditional online store.

Revenue: \$350,000+

Extended Day Programs

Extended Day programming occurs from dismissal until 6 PM for both Lower and Middle School students with a variety of activities including arts & crafts, sports, and homework time. Special programming occurs on early dismissal and no school days. There is an Early Riser Program for the Lower School.

Revenue: \$600,000+

Enrichment Workshops for Lower and Middle School and Music Lessons (MS and US)

Three seasons of enrichment workshops are offered annually with over 30 options per season.

Coordination of the Music Lesson Program.

Revenue: \$400,000+

Facility Rentals and Community Programs

The Auxiliary Programs team coordinates the rentals of the athletic facilities including the turf fields, gym courts, dance studio, and wrestling room as well as meeting rooms and classrooms. The office also coordinates the community focused Tennis Club and Sunday Pick Up Soccer program.

Revenue: \$300,000+

Early Childhood Learning Center (ECLC)

The current Center is located on the Bethesda Campus and serves children ages six weeks through Age 3. The ECLC is a retention and recruitment benefit for employees. The plan is to relocate the ECLC to the DC Campus.

Revenue: \$200,000+



DIRECTOR OF AUXILIARY PROGRAMS

Reporting to the Executive Director of Auxiliary Programs, the Director of Auxiliary Programs will assume responsibility for day-to-day leadership, long-term strategic planning, program innovation, financial sustainability, and operational excellence across all auxiliary offerings, including summer and school-year programs, strategic partnerships, the Fox Den Store and Cafe, and facility rentals. This position is designed to transition into the senior-most leader of Auxiliary Programs, ensuring both continuity and growth for the department.

ESSENTIAL FUNCTIONS AND KEY OBJECTIVES

Strategic Program Development

Provide visionary leadership to design, grow, and sustain vibrant auxiliary programs that reflect the school's mission, meet evolving community needs, and contribute to long-term institutional sustainability through mission-aligned revenue generation.

- Lead the strategic planning, development, and evaluation of summer, enrichment, and auxiliary programs that serve the physical, emotional, intellectual, and social growth of students and families
- Collaborate with school leadership, faculty, and staff to ensure all programs align with the school's educational philosophy, values, and strategic priorities
- Design and incubate innovative, future-focused programming that anticipates trends in education, youth development, and family engagement
- Regularly collect and analyze feedback from participants, families, and staff to guide continuous improvement, ensure high-quality experiences, and maintain market responsiveness
- Leverage the school's intellectual, cultural, and physical assets to expand program offerings, increase visibility, and foster mission-aligned engagement across constituencies
- Identify and cultivate strategic partnerships that enhance program impact, diversify offerings, and create new opportunities for learning and connection
- Ensure accessibility, equity, and inclusion are integrated into all aspects of program development and delivery, widening access and supporting community well-being

Program Management

Provide strategic leadership and oversight of all auxiliary and summer program operations to ensure a high-quality, mission-driven experience for participants and a strong, sustainable impact for the school community.

- Collaborate with the Director of Summer Programs and program coordinators to shape and guide the development of innovative, engaging, and values-aligned summer offerings across academic, athletic, artistic, and enrichment domains
- Coordinate the design and implementation of dynamic, high-quality school-year programs that enrich the lives of students and their families, offering experiences that support student well-being, extend learning beyond the classroom, build community, and contribute to auxiliary revenue growth
- Ensure all programs provide safe, nurturing, and inclusive environments where students can thrive physically, socially, and emotionally
- Establish and uphold systems, routines, and behavioral expectations that reflect the school's values and support positive participant experiences
- Lead the development and implementation of comprehensive safety and health protocols in collaboration with the school's risk management team, ensuring compliance with current standards and best practices

- Provide strategic oversight of the school's facilities rental program, supervising the operational team and aligning usage with institutional priorities. Develop and implement a vision that maximizes revenue, fosters mission-aligned partnerships, attracts prospective students and families, and strengthens community engagement
- Collaborate with school leadership and legal counsel to proactively assess and mitigate risk across all program operations and rental engagements

Financial Management

Provide strategic leadership in financial planning, analysis, and management to ensure the long-term sustainability and revenue-generating potential of all auxiliary programs.

- Oversee the financial performance of all auxiliary initiatives, ensuring revenue targets are met or exceeded in support of the school's mission and strategic priorities
- Prepare and manage annual budgets across all program areas, ensuring alignment between financial planning, resource allocation, and operational goals
- Develop innovative business models and conduct ROI analyses and multi-year financial projections for new initiatives, partnerships, and program expansions
- Lead long-term financial forecasting and scenario planning to inform programmatic growth, capital investment, and strategic staffing decisions
- Establish compensation structures for all auxiliary program employees in collaboration with the CFO, ensuring equity, competitiveness, and financial viability
- Partner with program directors and coordinators to support their understanding of budgetary goals, program performance, and strategies for maximizing impact and profitability
- Provide strategic oversight of all third-party partnerships and vendor relationships, working closely with the auxiliary programs team to ensure contracts are mission-aligned, fiscally sound, and support long-term strategic goals. Lead evaluation, negotiation, and renewal processes to drive operational efficiency and programmatic excellence
- Promote a culture of fiscal transparency and accountability across all auxiliary initiatives by sharing key financial insights with program leaders and aligning resources with performance goals

Marketing and Communications

Provide strategic leadership to ensure all auxiliary programs are effectively positioned to meet enrollment, community engagement, and revenue goals through coordinated, mission-aligned marketing and communications.

- Lead the development and execution of a comprehensive, forward-thinking marketing strategy that promotes the full scope of auxiliary programs and aligns with institutional branding and enrollment objectives
- Oversee and guide a high-performing marketing and communications team responsible for implementation across digital, print, and in-person channels
- Ensure that auxiliary programs enhance and reflect the school's brand and reputation, contributing to increased visibility, mission alignment, and community value
- Ensure a robust and accurate online presence for all programs, including website, registration platforms, and social media, in partnership with communications staff
- Provide strategic direction on public relations efforts, including open houses, community events, advertising, and partnerships that position auxiliary programs as best-in-class
- Empower team members to coordinate and deliver targeted communications that build community among families and participants throughout the year
- Use data-driven decision-making by tracking and analyzing engagement and enrollment trends to continuously optimize outreach and messaging strategies

Recruitment

Provide strategic direction to position auxiliary programs—including summer, enrichment, and specialty offerings—as powerful tools for student recruitment, institutional visibility, and brand amplification.

- Serve as the strategic lead in ensuring that all auxiliary programs function as brand ambassadors and enrollment pipelines that reflect the school's mission, values, and community
- Oversee and support the team responsible for recruitment efforts across auxiliary programs, with a particular emphasis on high-impact initiatives such as self-operated summer programs, school-year initiatives, and mission-aligned partnerships
- Collaborate closely with the Enrollment Management Office to identify and cultivate ways to effectively partner, including assisting prospective students and families through auxiliary touchpoints, ensuring continuity between program participation and enrollment pathways
- Support the Enrollment Management and School Advancement teams in leveraging the reach of auxiliary programs by helping to identify alumni and parent ambassadors, supporting and facilitating events, and amplifying community-based recruitment efforts
- Represent auxiliary programs as part of the school's broader institutional advancement strategy by aligning programmatic offerings with enrollment priorities and visibility opportunities
- Provide strategic input on regional, national, and international outreach, while empowering program staff and admissions colleagues to lead event execution and relationship building
- Guide the design and refinement of systems and processes that improve recruitment efficiency, family communication, and data-informed decision-making

Administration and Operations

Provide strategic oversight of administrative systems and operational infrastructure to ensure auxiliary programs run efficiently, effectively, and in alignment with institutional priorities and regulatory standards.

- Lead the visioning and implementation of streamlined, scalable administrative systems that enhance the participant and staff experience across all auxiliary offerings
- Supervise and empower team members to manage day-to-day administrative processes, including registration, communication workflows, rosters, forms, and participant data management
- Leverage technology platforms and data analytics to support program delivery, monitor performance, and inform strategic decision-making
- Ensure the accurate maintenance of comprehensive databases for all summer and auxiliary programs, enabling transparency, compliance, and continuous improvement
- Coordinate with school leadership to provide regular updates and reports on program impact, enrollment trends, and operational performance
- Ensure full compliance with all applicable local, state, and federal regulations as well as licensing requirements and best practices in risk management

Human Resources

Provide strategic leadership in building, supporting, and sustaining a high-performing auxiliary team that embodies the school's values and delivers exceptional program experiences.

- Establish and nurture a team culture rooted in excellence, equity, collaboration, and mission alignment across all auxiliary and summer programs
- Lead with a coaching mindset, providing strategic direction, mentorship, and growth opportunities to team members at all levels

- Oversee the recruitment, hiring, and onboarding processes for all summer and auxiliary program staff, while delegating day-to-day responsibilities to program managers and coordinators and ensuring equitable hiring practices throughout
- Ensure all employment practices are compliant with school policies and legal requirements, including background checks, contracts, and record-keeping
- Provide oversight and accountability for performance management processes, including goal setting, regular feedback, and annual evaluations, while empowering direct supervisors to carry out evaluations
- Collaborate with the Business Office to ensure accurate and timely processing of payroll, compensation structures, and seasonal staffing models that support financial and operational goals

Strategic Leadership and Institutional Impact

Act as a senior leader and institutional collaborator, advancing the school's mission, strategic goals, and long-term sustainability through innovation, partnership, and entrepreneurial thinking.

- Serve as a trusted thought partner to the Head of School, Assistant Head of School for Finance & Operations, and other senior leaders, contributing to cross-functional strategic planning and enterprise-level initiatives
- Represent Sidwell Friends with distinction in local, regional, and national conversations on auxiliary programming, educational innovation, and strategic partnerships
- Identify, evaluate, and incubate new mission-aligned revenue-generating initiatives that expand the school's reach, enhance community engagement, and diversify income streams
- Foster an institutional mindset that views auxiliary programs as central to strategic advancement, innovation, and public purpose

Other Duties

- Participate in special projects and institutional initiatives as requested, contributing expertise in areas such as facilities planning, safety, accreditation, and cross-campus collaboration
- Maintain and model a steadfast commitment to equity, inclusion, and belonging for students, families, and staff
- Demonstrate flexibility, initiative, and a solution-oriented mindset in fulfilling evolving responsibilities that support the mission and operational success of the school
- Fulfill other responsibilities as assigned in support of institutional priorities



QUALIFICATIONS AND EXPERIENCE

Sidwell Friends seeks an entrepreneurial leader with the professional expertise and personal qualities to advance Auxiliary Programs as a model of program excellence, innovation, and financial sustainability. They will demonstrate an entrepreneurial spirit, a record of continuous program innovation, and a commitment to mission-driven work. The successful candidate will bring demonstrated experience in the following areas:

- Bachelor's degree in Education, Business Administration, or a related field. MBA preferred.
- At least 5 years of experience as a director or assistant director of auxiliary programs with revenues over \$3 million.
- Demonstrated success in strategic and operational leadership, including oversight of complex, multi-faceted programs that serve diverse constituencies.
- Proven experience in program development and innovation, with a track record of launching, sustaining, and scaling mission-aligned initiatives.
- Demonstrated expertise in financial management, including budgeting, forecasting, and maximizing non-tuition revenue to support institutional priorities.
- Experience supervising, mentoring, and developing professional staff, with a commitment to fostering collaborative, high-performing teams.
- Proven success in building partnerships and relationships with internal and external stakeholders, including faculty, staff, families, vendors, and community partners.
- Demonstrated commitment to diversity, equity, inclusion, and belonging in all aspects of programming and leadership.
- Strong communication and interpersonal skills, with the ability to represent Sidwell Friends Auxiliary Programs effectively to a wide range of audiences.
- Proven capacity for problem-solving, adaptability, and decision-making in dynamic and fast-paced environments.
- Commitment to the mission and values of Sidwell Friends School, including Quaker principles of integrity, community, and stewardship.



NOTICE OF NON-DISCRIMINATION POLICY

Sidwell Friends School prohibits discrimination and harassment against any member of the School community on the basis of race, color, religion, sexual orientation, gender identity or expression, national origin, age, disability, sex, personal appearance, genetic information, economic background, political affiliation, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. Read more about non-discrimination policies and contact information [here](#).

COMPENSATION

Sidwell Friends School offers a comprehensive benefits plan that includes several medical, dental, and vision plans, fully paid life and long-term disability insurance; unlimited sick leave, and a variety of voluntary benefits such as critical illness, accident, pre-paid legal plan, pet insurance, discounted gym membership, metro subsidies, and supplemental life insurance for you, your spouse, and your child(ren). New employees are immediately eligible to participate in Sidwell's retirement plan (Employee contributes 3% of gross compensation, Sidwell contributes 7% and 100% vesting is immediate). Free parking and lunch also included.

Compensation range: \$120,000-150,000, based on experience and qualifications.

TO APPLY

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

[Click here to apply.](#)

Your online application will require the following:

- Cover letter addressed to: Sidwell Friends School
- Resume or CV
- List of four professional references

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



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AND AUXILIARY REVENUE
COLLABORATIVE