



Wilbraham & Monson Academy



DIRECTOR OF AUXILIARY PROGRAMS

Location: Wilbraham, MA

Post Date: May 2025

Reports To: Chief Financial Officer

Compensation: Competitive salary and benefits package

THE OPPORTUNITY

Wilbraham & Monson Academy (WMA) seeks an entrepreneurial and strategic leader to serve as its inaugural Director of Auxiliary Programs, a dynamic role focused on driving the growth, innovation, and operational excellence of the Academy's diverse non-academic offerings. Reporting to the Chief Financial Officer, the Director will lead the strategic development, marketing, and management of programs including summer initiatives, facility rentals, dining services, the school store, event coordination, and campus reception. This is an exciting opportunity to shape and expand a portfolio of mission-aligned auxiliary enterprises that enhance WMA's community engagement, elevate the student experience, and generate sustainable revenue. The ideal candidate will bring creativity, financial acumen, operational expertise, and a collaborative spirit to help WMA achieve its ambitious goals for auxiliary programming, while serving as a key ambassador for the Academy's brand and values.



WILBRAHAM & MONSON ACADEMY PROFILE

Wilbraham & Monson Academy, located in Wilbraham, Massachusetts, is a distinguished independent, coeducational college-preparatory school serving students from grades 6 through postgraduate. With a rich history dating back to 1804, WMA offers both boarding and day programs, fostering a diverse and inclusive community.

Mission and Educational Philosophy. WMA is committed to providing a transformational experience where students become challenge-seeking citizens and leaders of an evolving world. The Academy emphasizes a curriculum that integrates traditional core disciplines with innovative programs, aiming to develop global thinkers prepared for the complexities of the modern world.

Historical Background. The Academy's origins trace back to Monson Academy, founded in 1804, and Wilbraham Academy, originally established as Wesleyan Academy in 1817 in New Market, New Hampshire, before relocating to Wilbraham in 1825. In 1971, these two institutions merged to form Wilbraham & Monson Academy, combining their rich histories and traditions.

Campus and Facilities. Situated on a picturesque 400-acre campus, WMA boasts state-of-the-art facilities that support a wide range of academic and extracurricular activities. Recent developments include the Griffin Athenaeum, a \$6 million library serving as a central hub for student learning and collaboration. Additionally, the Academy has raised \$20 million towards a significant renovation project to transform the historic chapel into a new dining commons, reflecting its commitment to preserving tradition while embracing modernity.

Academic and Extracurricular Excellence. WMA offers a robust academic program featuring 24 Advanced Placement courses and various honors tracks. The curriculum is designed to foster critical thinking and global awareness, with specialized programs in entrepreneurship, economics, and finance. Beyond academics, students engage in a multitude of extracurricular activities, including athletics, arts, and community service, promoting a well-rounded educational experience.

Strategic Growth and Innovation. Under the leadership of Head of School Brian Easler, WMA is actively pursuing strategic initiatives to enhance its programs and facilities. The Academy's Campus Facilities Master Plan outlines a vision for future development, including the transformation of existing spaces to better serve the evolving needs of the student body.

Wilbraham & Monson Academy stands as a beacon of educational excellence, blending a storied past with a forward-thinking approach to learning. Its commitment to developing global citizens and leaders positions it as a premier institution for students seeking a comprehensive and transformative educational experience.



History: Founded in 1804

Location: 400 acre campus in Wilbraham, MA

Students: 400 boarding and day students in grades 6 through postgraduate

Faculty and Staff: 140 faculty and staff members

Website: www.wma.us

COMMUNITY AND BELONGING

"Wilbraham & Monson Academy cultivates young people who are challenge seekers, critical thinkers, collaborative leaders and emotionally capable advocates for community belonging. We nourish a learning environment in which individuals practice curiosity, confidence and character. Our emphasis on global consciousness invites students to think outside the box and express their ideas in innovative and meaningful ways. Titans model resilience, open minds and generous hearts as they live by our Academy's motto "Live Clean. Speak True. Work Hard. Play Fair." Our goal is for students to articulate for themselves what world they want to live in and to have the autonomy and self-assuredness to enact that reality once they graduate from WMA."



EXPANDED AUXILIARY PROGRAMMING AT WMA

Early in 2025, WMA 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 WMA.

A suggested
portfolio of
summer
programs for
WMA

Core Programs

Beech Tree Camp

Expand on the reputation and success of the current traditional day camp and scale the impact. Continue to focus on elementary aged children from the local community with a wide range of recreational activities.

Sports and Specialty Camp

Sports focused and enrichment specialty day camp designed for youth in elementary and middle school grades with multiple one-week sessions across the summer.

Athletics Camps

A coordinated series of specialized sports camps and clinics for middle and high school students focusing on instruction and competition featuring WMA coaches, partners, student-athletes as counselors.

Day and Residential Program Rentals

As your own self designed residential programs scale, maximize residential and day summer program rentals through partnerships with mission-aligned organizations.

Signature Programs

Hyperion Experience

A unique, two-week summer residential experience for Middle School students that is both around Wilbraham & Monson's strengths.

Adventure Edge

One-week summer residential experiences for middle school students focusing on leadership, building self confidence, and competency in the natural world.

International

Integrated with the Hyperion Experience, the International program offers ESL classes during concentrations time.

Reach Programs

Launchpad Academy

A one-week summer experience with a public purpose element. Immersion in business basics for disadvantaged or under-represented local students.

EntrepreneurED

One week residential professional development experience for entrepreneurship and business education.

DIRECTOR OF AUXILIARY PROGRAMS

Reporting to the Chief Financial Officer, the Director of Auxiliary Programs is responsible for the strategic direction, development, and daily operations of all auxiliary programs, including summer programs, facility rentals, school store, dining services, reception, and event management. This leadership role is vital in generating mission-aligned revenue and enhancing WMA's community engagement and brand presence.

Key Responsibilities

Strategic Leadership & Program Development

- Develop and implement a strategic vision for auxiliary programs that aligns with WMA's mission and drives long-term, sustainable revenue growth.
- Evaluate, enhance, and expand program offerings—particularly summer programs—based on market demand, participant needs, and institutional goals.
- Collaborate with school leadership and faculty to ensure program alignment with WMA's educational philosophy.
- Leverage the intellectual, physical, and human assets of the Academy to develop innovative and differentiated offerings.
- Cultivate partnerships that support and enrich auxiliary program outcomes.
- Conduct ongoing assessments using feedback from families, participants, and staff to inform program improvements.
- Serve as a “throughline” to elevate the school's core programming by applying an entrepreneurial mindset that fosters a cohesive, 12-month business and academic approach.

Operational & Program Management

- Oversee the design and execution of high-quality summer and auxiliary programs, including academic, athletic, extracurricular, and residential components.
- Ensure safe, enriching, and mission-aligned experiences for all summer program participants.
- Develop and enforce program policies, procedures, and behavioral expectations consistent with school values.
- Manage all facility rentals in coordination with the school calendar and campus operations team.
- Oversee the operation of the school store, aligning inventory and marketing with both financial objectives and community engagement goals.
- Coordinate administration of campus housing for faculty/staff.
- Oversee the school's outsourced dining vendor relationship, including event catering, The Spa, and all areas where dining services are required.
- Ensure effective event support across school functions including scheduling and coordination.
- In collaboration with the Admissions and Marketing teams, develop, implement, and support a comprehensive transportation plan to expand the school's recruiting reach.

Financial Oversight

- Develop and manage budgets for all auxiliary programs, ensuring financial performance meets or exceeds annual targets.
- Monitor revenues and expenses across program areas, adjusting operations as needed to optimize profitability.
- Set compensation and staffing levels for auxiliary program staff in consultation with the CFO.
- Negotiate and manage vendor and partner contracts to support program delivery.

Marketing & Communications

- Collaborate with the Communications and Marketing Office to implement an integrated marketing plan that promotes all auxiliary offerings.
- Ensure that program information is effectively communicated across digital platforms, including the school website and social media.
- Design and distribute marketing materials (print and digital) to reach target audiences.
- Maintain ongoing communication with program participants and families to support recruitment, retention, and satisfaction.

Recruitment & Admissions Collaboration

- Promote summer and auxiliary programs as a pipeline for school admissions.
- Coordinate closely with the Admissions Office to identify and engage potential students.
- Represent WMA at regional, national, and international recruitment events when appropriate.
- Support on-campus admissions events and serve as an ambassador for WMA.

Administration & Compliance

- Streamline registration processes and maintain comprehensive records for all programs.
- Generate regular reports for school leadership on enrollment, performance, and financials.
- Ensure compliance with local, state, and federal regulations governing program operations and health/safety standards.

Human Resources & Staff Management

- Recruit, hire, train, and supervise a team of seasonal and year-round auxiliary program staff.
- Oversee onboarding, background checks, and required HR documentation.
- Conduct regular performance evaluations and provide professional development support.
- Coordinate payroll processes in partnership with the Business Office.

Additional Responsibilities

- Participate in special projects and initiatives that enhance school operations or strategic priorities.
- Uphold the school's commitment to community and belonging in all aspects of program leadership.
- Perform other duties as assigned by the CFO or Head of School.



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:** 5–7 years of leadership in summer and/or auxiliary programs, with at least 3 years in a progressively responsible management role.
- **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.
- **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.
- **Compliance:** Must successfully complete a background check.

TIMEFRAME AND START DATE

July 2025 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

"WMA prohibits discriminatory conduct of any kind. Unlawful discrimination is the unfair or unequal treatment of an individual (or group) based on certain characteristics that are specifically protected by law or Academy policy. These characteristics include: race, religion, color, national origin, age, sex, disability, sexual orientation, genetic information, military status, gender identity and any other categories protected by 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 Auxiliary Programs Application

Your online application will require the following:

- Cover letter addressed to: Wilbraham & Monson 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: **info@sparcnational.com**.



SUMMER PROGRAMS
AND AUXILIARY REVENUE
COLLABORATIVE