



Admissions/Marketing/Enrollment Director Job Description

Mission Statement:

Meet enrollment goal of full enrollment by developing and implementing professional recruitment, enrollment and retention strategies and procedures and engage the full community in the work of enrollment management

Job Duties:

- Set enrollment goals in conjunction with the Board and Administration.
- Develop and implement strategies and procedures to meet the goals.
- Develop, implement and manage enrollment-marketing strategy.
- Work closely with faculty and administration to understand and become fully literate in STEM, STREAM and all other programs at Sacred Heart Catholic School.
- Coordinate outreach and marketing activities in conjunction with the Administration.

Required Qualifications:

The ideal candidate has a working knowledge of Catholic education, SHS STREAM education and be well-versed in current Sacred Heart educational practices and methods.

- Excellent Communication Skills
 - Articulate, professional presentations skills in both speaking and writing
 - Ability to speak fluently about SHS STREAM education in various contexts
 - Comfort in speaking to small and large groups
- Excellent organizational skills:
 - Able to set priorities and achieve them,
 - Able to keep cognizant of many processes going on simultaneously
- Demonstrated Initiative and ability to work independently
- Proven Marketing and advertising skills
- Proficiency in the use of technology and media
 - Excellent database, spreadsheets skills
- Demonstrated management skills, working with volunteers (SHS Ambassadors and Home and School)
- Events management experience including ability to delegate and supervise tasks
- Friendly, warm, courteous, good listening skills
- Ability to establish immediate rapport when meeting people, personable yet professional in demeanor, especially on the phone and in personal meetings.
- A Bachelor's degree required and a Masters preferred in Communication/Business or related field

Tasks:

Develop Marketing and Enrollment Plan

- **Short Term**
- **Long Term**
- Remain contact person for parents throughout inquiry and admissions procedures
- Give initial introduction to SHS STREAM education to prospective parents through open houses, individual tours, and special events

Admissions Process

Introduction of New Prospective Families

- Establish contact and maintain contact
- Introduce all facets of Sacred Heart School
- Plan and execute events”: open houses, individual tours, and special events

Work with Applicant Families

- Notify parent of receipt of application
- Review and screen applications, gathering needed information from parent, counselors, specialists, and other schools
- Conduct preliminary interview to screen applicants for appropriate match to SHS education and ability to integrate into SHS curriculum
- Advise and provide coaching for tuition assistance and FACTS
- Provide translators for coaching or translations when necessary
- Set up screening(s) and notify teachers and administrative staff of student visits
- Stay aware of process throughout by updating entries in software and files
- Review outcomes with administration
- Send notification of acceptance status, coordinate contract with business manager
- Set up waiting list interviews and maintain contact with families on the list
- Develop new procedures as needed in conjunction with the administrator

Outreach and Marketing

Design, Develop and Manage the procurement of all school outreach materials (SWAG)

- Identify enrollment needs, target specific group areas in which to solicit interest in the school
- Supervise Parent Ambassadors regarding researching venues, designing and maintaining ads, and publicizing student activities and special events
- Recruit and reward teachers for participating in external enrollment events
- Maintain Social Media (Facebook, Twitter, Instagram, etc.) to promote the school

Retention Monitoring and Exit Interviews

- Analyze exit interviews to identify attrition patterns and communicate findings to administration, board and faculty
- Manage all concerns regarding retention with faculty/Administration team
- Coordinate with Business Manager regarding family financial
- Conduct Exit interviews with all families, including graduating families and students

Re-enrollment and Sibling Enrollment

- Provide Counseling for families in doubt or in need
- Provide all enrollment materials and make easily accessible on line and in paper
- Advertise the deadlines and rewards for timely re-enrollment