



Job Description

Director of Enrollment and Marketing

The Director of Enrollment and Marketing contributes to the mission of St. Benedict Parish and Preparatory School in partnership with the Pastor and Head of Parish School by promoting the parish school program to prospective families who seek Catholic educational excellence for their children.

The Director of Enrollment and Marketing collaborates *internally* with the Head of Parish School, Heads of School, School Administrative Assistants, School Financial Recorder, Director of Communications, faculty and other staff, and current students and families, and *externally* with prospective and applicant families and students, feeder schools and other youth development partners and community organizations. The Director leads the marketing, recruitment and review process of prospective school applicants from initial outreach through registration of accepted students, as well as retention of currently enrolled students.

Accountability

The Director of Enrollment and Marketing is accountable to the Pastor and Head of Parish School and is expected to abide by the established policies and procedures of the Archdiocese of Chicago, the Office of Catholic Schools, the directives of the Cardinal and Superintendent of the Archdiocese of Chicago, in addition to the local policies established by the parish and school.

Duties include but not limited to:

Enrollment/Admissions:

- Lead Admissions Team (employees and volunteers) in planning, marketing, advising and processing admissions through a collaborative effort to attract and retain school families.
- Maintain and enhance relationships with existing students and families by being present at school and parish events and have the ability to tell the story of the culture and current happenings.
- Develop, organize and execute various school admissions marketing and related admissions events such as open houses, information sessions, prospect tours, accepted student events, etc.
- Communicate and meet with prospects and their families, acquiring and tracking the necessary application related documentation and information from the families and/or schools
- Lead and coordinate the overall application screening and consideration process, including direct participation in the interview process, and consulting with the Heads of School and other school staff as it relates to particular candidates.
- Oversee/execute admissions related policies and procedures and other admissions related responsibilities and assignments
- Work closely with Head of Parish School to achieve overall school enrollment management goals as well as the school's annual operating plan, advertising budget and longer term strategic plan
- Provide ongoing admissions and enrollment reporting

Marketing:

- Develop and implement direct marketing plan and initiatives, including visiting preschools, daycare centers, youth development organizations, churches, community and neighborhood organizations.

- Be a representative of the school and attend various school fairs, open houses and community and neighborhood events.
- In collaboration with the Director of Communications, the Head of Parish School, as well as the Marketing & Communications committee of the advisory board, develop and execute admissions communications and marketing plan including social media, website, electronic and print media, etc.
- Gather and coordinate social media content to enhance school's digital presence
- In collaboration with the Director of Communications, evaluate, update and maintain the school website.

Community Engagement:

- Network, develop, cultivate and maintain relationships with various organizational "gatekeepers" at schools and other target organizations, including teachers, parent coordinators, school heads, parish staff, coaches, pastors, etc.
- Create, implement and manage the Parent Ambassador Club, members of which participate in various admissions initiatives and events
- Create, implement and manage the Student Ambassadors Club, members of which participate in various admissions initiatives and events
- Conduct annual satisfaction surveys as well as exit surveys

Requirements and Preferences:

- Practicing Catholic
- Understand and support the mission and purpose of St. Benedict Parish and Preparatory School; committed to prayerful servant leadership
- Compliance with Safe Environment requirements
- Bachelor's Degree
- Website and social media experience as well as working knowledge with Microsoft products
- Self-starter and Flexible: Ability to multitask, manage multiple objectives and adapt to change in procedures, assignments and priorities
- Ability to drive initiatives and bring ideas to the table
- Strong relationship management and interpersonal skills; ability to work effectively with volunteer leaders and colleagues; willing to go the extra step for the organization's success
- Outstanding verbal and written communication skills
- Excellent organizational skills and attention to detail

Environmental and Physical Demands

The Director of Enrollment and Marketing is expected to carry materials (maximum 25 lbs), climb ladders and stairs, drive a car, and work nights and/or weekends as needed to fulfill admissions and enrollment goals.