



## **Director of Admissions and Advancement Position Description and Job Responsibilities**

The Director of Admissions and Advancement reports to the principal and is responsible for the planning, management, implementation and evaluation of the enrollment management (retention and recruitment) and advancement (development) efforts at the school. The position is intended to professionalize the critically important revenue-generating activities at any school. This is a full time position.

The Director is responsible for:

### **ADMISSIONS:**

- Planning, managing and executing school marketing efforts designed to recruit and retain students. The activities could include but are not limited to:
  - Planning and hosting Open Houses
  - Coordinating campus visits, tours, shadows
  - Coordinating recruitment events involving prospective families
  - Management of re-registration
  - Communication via print and social media
- Managing all data associated with enrollment (goal setting, building plans to meet those goals, effectively using volunteers, understanding retention rates and the impact of those on setting recruitment goals, understanding the financial implications associated with enrollment, etc.)
  - Maintain communication with prospective families
  - Network in the community
  - Manage and coordinate the admissions process from point of inquiry through enrollment
  - Manage and/or participate in financial aid/scholarship programs and/or grant programs
  - Prepare/maintain statistics regarding enrollment, attrition, etc.; interpret statistics; and when appropriate report out to stakeholder groups

### **ADVANCEMENT:**

- Planning, developing and executing all advancement activities
- Working closely with stakeholder groups to coordinate overall fundraising in the school
- Planning, managing, and implementing a targeted, segmented annual fund program
- Building on those efforts to develop a major gift program
- Serving as the school point-person for the annual Carnival, including but not limited to recruiting volunteers, public relations, and other organizing efforts

The Director works closely on a daily basis with the principal. He/she is responsible for constituent relations, engaging volunteers when needed, working with the board and pastor, managing data, generating reports and analyzing data to make decisions. Ideally, the Director would have experience in enrollment development, marketing, sales or another “people person” type of position. He/she must be committed to promoting Catholic identity and supporting the mission of the school. The Director should be a self-starter, entrepreneurial and creative while being an excellent and engaged team player. The candidate must have outstanding communication skills across a range of constituents.