



POSITION DESCRIPTION

Job Title: Enrollment Manager

Reports to: Senior Director of Strategic Advancement

Hours/Position: Full-time, Exempt

Summary: Enrollment Manager will implement and maintain functions related to the recruitment and retention of students in SMCS schools. Working closely with the senior director of strategic advancement, principals and the support staff at all the schools, the position fosters goodwill and the branding of SMCS schools in the community to support enrollment. In addition, the position will also work closely with the Advancement staff on projects, programs and events for which the team is responsible throughout the year.

General Duties/Responsibilities

- Works with senior director of strategic advancement to develop and implement strategic admissions and enrollment plan
- Implements, evaluates and manages the immediate and long-range recruiting and retention tactics for SMCS
- Works closely with the principals, faculty, parent groups and student ambassadors to recruit new students, promote retention of existing students and increase visibility of SMCS
- Creates and fosters enthusiasm for SMCS within the schools, parishes and community
- Organizes and participates in school tours, open houses, visit days, shadow days and grade school nights at co-curricular events
- Acts as primary contact for potential families and students
- Works with senior director of strategic advancement and SMCHS and SMCMS principals to develop relationships with and increase the visibility of SMCHS and SMCMS at outlying feeder schools and develop new feeder markets
- Establish and strengthen relationships with SMCS parishes
- Strengthens and expands a network of contacts from a variety of market segments to raise awareness of SMCS
- Creates, places and negotiates fees for all advertising
- Produces and distributes all necessary recruitment materials, letters and invitations
- Collaborates with principals, school counseling and business office to develop efficiencies in admissions/enrollment process
- Develops communication tools to highlight the advantages of SMCS schools
- Organizes and maintains registration database
- Maintain data for the purpose of preparing reports and responding to various inquiries for the purpose of complying with financial, legal, and administrative requirements
- Creates office systems to support all admission projects and operations within the confines of the budget
- Assists with event fundraising, annual fund drive, and constituent relations activities within the Advancement Office as needed
- Performs other duties as requested

Qualifications:

- Bachelors degree in business, communications, or equivalent knowledge or experience
- Bilingual (English and Spanish) in both written and verbal communication highly preferred
- Embrace the mission and guiding principles of SMCS and have a strong belief in Catholic education
- Exceptional oral, written and group presentation communication skills; ability to communicate with and serve all groups within SMCS including principals, parents, and students
- Must be able to create synergy in a team environment
- Proficient in working with and developing databases, visual presentations, spreadsheets and promotional material
- Excellent organizational skills with ability to coordinate and manage multiple responsibilities and attention to detail
- Be open to growth and flexible as programs, policies and curricular programming develop
- Must present a professional image
- Effective speaking in front of large and small groups
- Must be able to maintain confidential information
- Occasional evening and weekend availability

I accept the above responsibilities and by signature indicate my willingness to enthusiastically participate in the implementation of the faith community. I can perform the above duties with or without reasonable accommodations.

Print Name: _____

Signature: _____

Date: _____