

JOB DESCRIPTION

Saint. Simon and Jude School
20444 Magnolia St.
Huntington Beach, CA 92646

Date Prepared: 7/23/18

Date Issued:

Date Revised:

Approved By:

Approved By:

POSITION TITLE: Director of Admissions and Marketing

JOB CLASSIFICATION: Exempt

DEPARTMENT: Administrative office

REPORTS TO: Principal and Pastor

SUPERVISORY RESPONSIBILITY:

1. Prepare teachers and school volunteers at Marketing and Outreach events (Open Houses, tours, community outreach).
2. Recruit, evaluate and recommend prospective volunteers (student ambassadors and parent ambassadors).

INTERNAL/EXTERNAL CONTACTS:

School staff, students, parents, alumni.

SUMMARY OVERVIEW:

To ensure that all outreach programs, publications, marketing materials, over sight of website content, press releases and other communications properly support and reflect the school's strategic mission and goals.

The Director of Admissions and Marketing reports directly to the Principal and Pastor at Sts. Simon & Jude and are responsible for all aspects of recruitment and enrollment efforts. He/she represents the school to all key communities, including prospective students and parents, alumni, faculty, and peer and partner (feeder) schools.

The Director of Admissions and Marketing works closely with the school's leadership team, the parish, and Diocesan offices.

ESSENTIAL FUNCTIONS:

Primary duties and responsibilities include:

1. Cultivate and coordinate the School's Marketing Team, which may consist of parent volunteers, faculty, staff, alumni, alumnae and other members of the community.
2. Prepare, and submit required Marketing reports to the Diocese when requested.

3. Implement the Marketing Strategic Plan in accordance with Diocesan guidelines.
4. As acting Public Relations Officer for the school, maintain and strengthen the school's public relations efforts by creating press releases and feature articles for the media or task out to a designated member of the Marketing Team. With the exception of crisis situations that are referred to the Diocese.
5. Coordinate relationship and partnership opportunities with all partner schools, parishes and parish related youth programs.
6. Facilitate relationships with public/private partner school principals and preschool directors for the purpose of establishing and maintaining relationship.
7. Develop and maintain marketing department expenses within budgetary guidelines as approved by the Principal and or Pastor.
8. Attend required in-services, staff meetings and Diocesan marketing training meetings and workshops.
9. Represent the school on Boards and Committees as required by the Principal and or Pastor.
10. Provide regular reports to the school board and committees and, where applicable serve on the school's Consultative Council at the request of the Principal and or Pastor.
11. Provide admissions support to the Principal with processing and maintaining accurate and complete admissions records – from initial inquiry to enrollment.
12. Responds to inquiries, conducts tours for prospective families and follows through with those families from point of inquiry through matriculation. This also includes Open Houses, parent receptions, organizing Coffee with the Principal, and all other community outreach efforts.
13. Processes frequent mailings, letters, forms, invitations, calendar, newsletters, and related social media postings.
14. Handles scheduling and administration of admissions interviews, new student screening, Play Days, Shadow Days, and/or other campus visits.
15. Update school info packet to be value-driven & attractive to millennial parents up and older.
16. Maintain relevant statistics and infographics on all aspects of the admissions and re-enrollment program.
17. Perform other duties as assigned by the Principal and or Pastor.

NON-ESSENTIAL FUNCTIONS:

1. Uphold and model a moral code which is consistent with the teachings of the Roman Catholic Church and the mission of the School.
2. Ensure that all marketing programs reflect the Catholic and religious community's mission of the School.

3. Ensure that all marketing, communication, recruitment and enrollment management programs, practices, and materials reflect the Catholic (and religious order's) mission of the School.
4. Remain aware of and represents the religious aims and objectives of the School to the local community.

QUALIFICATIONS & EXPERIENCE:

REQUIRED:

- Education: Bachelor's degree required, preferably bachelor's degree in Communications/PR/Marketing and/or master's degree.
- Proficient in MS Office products, especially Word, PowerPoint, Outlook, Excel. A working knowledge of digital marketing (CRM, social media management, listing management (Yelp, GreatSchools, PrivateSchoolReviews, Niche). Proficient in using Canva, Lucidpress and/or Adobe Creative Cloud. A working knowledge of iMovie or Animoto.
- A commitment to Catholic education and to the charism of the school's Franciscan charism.
- Superior administrative and oral and written communication skills.
- Excellent interpersonal skills, courtesy, diplomacy and tact with a variety of stakeholders.
- Previous experience directing programs of marketing and or sales *or* teaching experience at elementary Catholic school(s).
- Ability to train and direct staff and volunteers in marketing at various levels.
- Understanding marketing practices and sales techniques.
- Ability to handle multiple priorities with a strategic focus.

DESIRED:

- Bilingual in English/Spanish, English/Vietnamese, or English/Mandarin will be a plus

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

Typical Working Conditions:	Typical office environment.
Equipment Used:	Basic computer equipment, keyboard, mouse, telephone, copier, scanner, facsimile, calculator and paper shredder.
Essential Physical Tasks:	Communicate, move, remain stationary, reach, and occasionally carry materials as needed weighing up to 30 lbs.