



Director of Marketing and Development

St. Francis of Assisi Catholic School seeks a visionary business professional to serve in a key leadership role. Reporting to the Principal and serving on the administrative team, the Director of Marketing and Development is responsible for partnering in the development and implementation of a long-term strategic plan that promotes the school's unique position within the marketplace. The Director works to build strong relationships with current and prospective families, the tri-parish communities (San Antonio de Padua, Santa Clara de Asis, and St. Martin de Porres), and the Diocese. Strategic and tactical coordination with internal staff and parent volunteers will focus on communication, marketing, enrollment and development.

MAJOR RESPONSIBILITIES:

Enrollment/Marketing

- Establish the school's value proposition relative to key competitors
- Set admission and enrollment goals with school administration
- Develop a marketing plan and oversee all admission materials (brand identity collateral, brochures, fact sheets, enrollment contract)
- Coordinate yearly admission advertising and help promote school's visibility within community
- Oversee entire admission process including Open House, special recruitment events and orientations for incoming school families
- Collaborate and advise on Financial Assistance effort
- Deliver annual Admission report to the Board and PAB as needed
- Facilitate Parent / Student Ambassador Programs

Development

- Work with school leadership in the development of strategic planning efforts, long range goals and development office policy
- Articulate, reflect and promote the mission, vision and identity of St. Francis of Assisi School
- Develop short- and long-term plans and budgets for the marketing and development program and its activities, monitor progress, assure adherence and evaluate performance
- Manage the strategic and creative design of all marketing and communication activities and materials including:
 - Website, Social Media, School App
 - Video production/Media Relations
- Develop and manage school's fundraising plan with the goal of a program grounded in philanthropy
- Plan and conduct annual appeal to all constituent groups encouraging continued support, including building and maintaining constituent database
- Work with school leadership to develop funding priorities that invite partnerships with major donors
- Produce reports for school / parish leadership that provide data for financial analysis
- Facilitate Parent / Student Ambassador Programs

Qualifications & Experience:

- Bachelors degree in business required, Masters degree preferred
- Strong interpersonal and team-building skills with a proven ability to successfully collaborate with constituent groups
- Strong project management experience with proven leadership ability
- Strong verbal and written communication skills that demonstrate warmth, compassion, humor and a genuine love of Catholic education
- Proven ability to manage multiple priorities while maintaining high levels of professionalism balanced with a welcoming Christian spirit

Interested and qualified candidates are asked to submit a letter of introduction and resume by email to Mrs. Jeannette Lambert at jlambert@sfayl.org.