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**Founding Director of Admissions**

Job Posting, March 2022

Cristo Rey Orange County High School is seeking a dynamic, mission-driven professional for the role of founding Director of Admissions. The founding Director of Admissions leads all aspects of the recruitment and admission process and will have primary responsibility for developing and implementing strategies and tasks necessary to build Cristo Rey Orange County's enrollment. This exciting leadership opportunity includes recruiting Cristo Rey Orange County's inaugural class in preparation for our first day of school in August 2023.

The founding Director of Admissions engages prospective families through Catholic, public, private, and charter elementary and middle schools, local community-based organizations, churches, and religious education programs. The Director will also serve as the first point of contact for prospective families and will be responsible for the recruitment process from initial contact through enrollment. The Director spearheads marketing and communications for student recruitment and leads all community outreach recruitment initiatives by establishing and maintaining relationships with community partners, school administrators, and religious leaders to build sustainable recruiting pipelines. This individual collaborates closely with the leadership team, especially the Principal, and reports directly to the President of Cristo Rey Orange County High School.

Salary is commensurate with experience. Comprehensive benefits are included in the overall compensation package.

*Procedure*

All interested and qualified applicants with a passion for Cristo Rey's mission are invited to apply by Friday, April 22, 2022. Please email your resume and cover letter as a PDF to Dr. Linda Nguyen at [lnguyen@crstoreyoc.org](mailto:lnguyen@crstoreyoc.org).

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## **Founding Director of Admissions**

Job Description, March 2022

### **Who We Are**

Cristo Rey Orange County High School is located in Santa Ana, CA, and is part of the national Cristo Rey Network. Cristo Rey schools use a rigorous academic model, supported by best practices in instruction and assessment, to prepare students with a broad range of intellectual abilities for college and life. Further, Cristo Rey Network schools employ an innovative Corporate Work Study Program that provides students with real world work experiences. In this unique model, every student works an average of five days a month to fund the majority of the cost of his or her education while gaining job experience, growing in self-confidence, and realizing the relevance of this education. Students work in various corporate and business settings including law firms, banks, hospitals, universities, and with other professional organizations.

Cristo Rey Orange County High School will open its doors to its inaugural freshmen class in the fall of 2023. Like all Cristo Rey schools, Cristo Rey Orange County is a Catholic, college preparatory high school for students of all faiths from families of limited financial means. The school is co-educational and serves students of diverse backgrounds. We help our students grow intellectually, emotionally, spiritually, and professionally. Our aspiration is that all our students graduate from high school and college and become the future leaders in our churches, institutions, businesses, nonprofits, and the community at large.

### **Founding Director of Admissions Roles and Responsibilities**

#### *Communications Responsibilities*

- Embrace, embody, and communicate the vision, mission, and values of Cristo Rey Orange County High School to various audiences, including but not limited to potential families, local Catholic, public, and charter schools, local non-profit organizations, local Churches, and community leaders.
- Collaborate with the founding leadership team to develop comprehensive, coordinated communications programs including marketing strategies and design of promotional materials in print, digital, and web; assist in the design of advertisements, social media content, mailings, web pages, and other publications that will promote the school to prospective students and their families.
- Plan, implement, and lead engaging informational events and meetings, school tours, meet-and-greets, open houses, and other on-campus admissions events.
- Plan and lead participation in community-appropriate events, admission fairs, and other off-site recruitment events.

#### *Admissions Process Responsibilities*

- Plan, build, execute, measure, and analyze a strategic and tactical recruitment program that meets or exceeds enrollment targets with mission appropriate applicants.

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- Develop an admissions process, communication plan, and system that supports a relationship-based, efficient experience for prospective students and families.
  - Manage the entire recruitment funnel from nurturing leads to completing applications and enrollment deliverables while providing exceptional customer service at all key stages of the funnel.
  - Recruit, build, and maintain close and productive relationships with prospective students' families, school leaders, and other referral sources in target markets.
  - Prepare, maintain, and analyze statistics (including comparative benchmarks) related to recruitment and enrollment; provide summaries and interpretation to facilitate collaboration with other leadership team members.
  - Evaluate and redesign aspects of the recruitment, admissions, and marketing program with the goal of maintaining a full enrollment of mission appropriate students along with a waitlist of qualified applicants.
  - Collaborate with colleagues across the Cristo Rey Network and ensure regular reporting to President, Board of Directors, and other constituents.
  - Perform other duties as deemed necessary by the President to further the mission of the school.

### *Qualifications*

- Bachelor's degree; advanced degree preferred
- Fluency in Spanish is strongly preferred; fluence in Vietnamese also highly desirable
- At least three years of experience in a school admission, marketing-related, or sales field; experience and/or knowledge of faith-based or non-profit organizations preferred
- A resume demonstrating career growth and a proven track record of success
- Passion for the mission and Catholic values of Cristo Rey Orange County High School
- Deep understanding of the Orange County landscape and the education market, especially Santa Ana and Anaheim
- Experience working with families and communities of diverse ethnic, racial, economic, and religious backgrounds
- Superior communication skills, including outstanding writing, presentation, and public-speaking skills
- Exemplary organizational skills and attention to detail; ability to establish and manage multiple priorities, creatively problem-solve, and able to work under pressure
- Ability to work a flexible schedule including evenings and weekends
- Flexibility, entrepreneurial energy, stamina, and foresight to be an effective founding leader of a start-up school
- Ability to multi-task, work independently, be a self-starter, and excel in a fast-paced environment and adapt to changing priorities and needs while maintaining high professional standards
- Strong qualitative and quantitative analytical skills
- Knowledgeable in admissions-based software systems and technically proficient
- A valid driver's license and access to a vehicle is required; must be insurable with a good driving record.
- Ability to transport materials, lift 25 pounds, set up tables, tents, chairs, etc.