

Founding Director of Admissions

April 2022

About the Job

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.

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. 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.

Want to learn more about us? Visit our [website](#).

Role Overview

This is a unique opportunity to recruit and enroll the founding class of Cristo Rey Orange County. This role will be the first encounter of Cristo Rey Orange County for many prospective families and students. As the founding Director of Admissions, you will:

- Dream up, create, and execute communications strategies to our prospective families and students
- Build and lead a strategic admissions plan to recruit and enroll outstanding students
- Work alongside a founding leadership team dedicated to the success of Cristo Rey Orange County

Being a founder of a Cristo Rey school is extremely entrepreneurial and fast-paced. If you're interested in being part of the Cristo Rey movement, want to lead something new, and thrive under pressure, please keep reading to learn more!

What You'll Do

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.
- 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.

You May Be a Fit if You

- Thrive under pressure and can get things done in uncertain conditions – you know how to be comfortable with being uncomfortable
- Enjoy solving challenging problems with nontraditional solutions
- Created something from scratch (or want to try it out!)
- Have a growth mindset and try to develop and share best practices
- Want to learn new things, talk with new people, expand your network, and work collaboratively

Why You Might Be Excited About Us

- You are passionate about making a positive, sustainable impact on the community and want to create a pathway for students to succeed in college and career
- You get to create and own the admissions process from the beginning
- You are driven by data, data, data
- You get to be part of the founding team to open a new Cristo Rey high school
- We are part of the Cristo Rey Network: 40 schools, over 23,000 alumni, and 12,000 students.
- To learn more about our humble beginnings, check out this [video](#) from the founder Fr. Foley.

Logistics

Type: Full-time.

Time Expectation: start as soon as possible.

Compensation: commensurate with experience.

Benefits

- Health Care Plan (Medical, Dental & Vision)
- Retirement Plan
- Paid Time Off
- Training & Development

How to Apply

Email Dr. Linda Nguyen at lnguyen@crstoreyoc.org. Send PDFs of your resume and cover letter sharing why you think you are qualified to be the Founding Director of Admissions by May 31, 2022.