

DIRECTOR OF ENROLLMENT & MARKETING

ST. AUGUSTINE SCHOOL



Job Description (Posted 6.6.22)

St. Augustine School provides a high-quality Catholic education to children in Nursery through Grade 8. In an environment that fosters spiritual, intellectual, social, and personal growth, St. Augustine School embraces the traditions and challenges of educating children to be faithful, confident, and competent.

St. Augustine School is currently accepting applications for a faith-filled, joyful, and dynamic Director of Enrollment & Marketing for the 2022-2023 school year. We hope to welcome someone into our administration who has a profound commitment to the evangelical and educational mission of St. Augustine School, which seeks to form the next generation of saints and scholars here in Andover, Massachusetts.

The Director of Enrollment & Marketing will chiefly support the administration in the recruitment and retention of St. Augustine School students through a dynamic presence in the school community, a sound marketing and communications strategy, and public relations. This individual may also be responsible for spearheading new efforts in the areas of advancement. The responsibilities of this new full-time position will include, but will not be limited to:

- Collaborate with administration to develop a comprehensive enrollment and marketing strategy
- Collect, analyze, and use data to continuously drive strategic decisions
- Oversee all admissions enrollment processes, maintaining a pipeline of prospective families
- Use school's internal management system (Renweb) to receive and respond to inquiries and applications
- Maintain communication with prospective families during every stage of the admissions process from the initial inquiry to final enrollment
- Conduct frequent tours and admissions events for prospective students and families
- Coordinate Open Houses and other events for prospective families
- Design compelling marketing materials and giveaways

- Represent and market the school at community events and early childhood locations
- Enhance the school's social media presence
- Oversee the Parent Ambassador Program for parents to assist with admissions outreach
- Focus additional efforts on retention of current students, managing the re-enrolment process
- Support the school's fundraising efforts and communications
- Build and maintain alumni database and foster increased alumni relations
- Perform other duties as assigned

Of crucial importance, the ideal candidate should possess a commitment to the evangelizing role of Catholic schools and a deep understanding of the mission of St. Augustine School to form the next generation of saints and scholars here in Andover. He or she should practice the Catholic faith in one's personal life and support evangelization efforts throughout the school and parish communities.

Other qualifications include:

- Bachelor's Degree, or higher
- Strong communication skills, both oral and written
- Ability and willingness to build collaborative relationships with administration, faculty, and parents
- Strong organization and time management skills
- Experience in the areas of marketing, public relations, and/or private school admissions

To apply, please email cover letter and resume to Mr. Mark Daley at mdaley@staugustineandover.org.