



HOLY FAMILY

CATHOLIC HIGH SCHOOL

Holy Family Catholic High School Position Description

Job Title: Executive Director of Enrollment

FLSA: Exempt-Professional

Reports to: President

Department: Advancement

Date: April 2022

Purpose of Position:

The Executive Director of Enrollment serves as Holy Family's chief enrollment officer and is responsible for leading and managing all aspects of enrollment (admissions and retention) to achieve the school's objectives while providing efficient and effective customer service and maintaining a strong and innovative marketing plan to attract students who will excel in the school's Catholic college preparatory environment.

As a member of Holy Family's administrative senior leadership team, the director will provide collaborative and strategic leadership on all issues related to admissions and retention. They will work in coordination with the President, Principal, and appropriate colleagues to design 9th grade and transfer admission targets, admission standards, and yield projections. This senior leader builds and leads the comprehensive strategy for recruiting prospective students; collaborates with the school's marketing and communications department to effectively market Holy Family's value proposition to prospective students/families; identifies, coordinates, and oversees all activities that enhance recruitment efforts; partners with Development staff to grow funded tuition scholarships; in collaboration with the Director of Finance manages tuition assistance/financial aid; and works with all stakeholders and support entities (faculty, staff, alumni, current families, board of directors, area parishes, and local Catholic primary and secondary schools) to ensure deliverables and targets are met.

The executive director is responsible for the recruitment, hiring, training, professional development, and evaluation of all admissions department staff.

Mission Expectations:

- Believe in and contribute to Holy Family Catholic High School mission and organizational goals.
- Support and animate Holy Family's Catholic Lasallian identity.
- Develop positive relationships with Holy Family community.
- Support student activities through attendance and acknowledgement of participation as possible.

Essential Performance Functions:

- Lead Holy Family's enrollment program, staff, and school partners in the attainment of overall enrollment goals. Serve as the supervisor and leader for the admissions team. Ensure the work of this team is in alignment with the school's strategic priorities and goals.
- Develop and execute a comprehensive recruitment plan designed to recruit prospective students. Accountable for semester enrollment goals, and monthly lead measure goals. Responsible for ensuring sufficient application volume to attain enrollment goals.
- Develop and implement best recruitment practices, oversee the work, and provide leadership for the development and success of the admissions team.

- Collaborate with school staff, faculty, board members, school counselors, partner school principals, pastors, and media personnel in pursuit of attaining enrollment objectives and goals. Develop relations with professional, educational, church and community organizations.
- Design and execute effective recruitment/cultivation/outreach activities and events both on and off campus.
- Develop awareness of emerging strategies in marketing and recruitment. Establish and nurture strategic partnerships with Catholic (and other private) primary schools and home school associations to increase both campus visits and enrollment from these entities.
- Develop strategies to improve student conversion rates from prospect to matriculation using innovative and strategic approaches toward recruitment.
- Hire, direct, manage and evaluate the work activities of the admissions team. Maintain a positive, productive performance culture and ensure that the staff is made up of performance-motivated personnel.
- Collaborate with the President and Principal to ensure an efficient and effective working dynamic and communication flow between administration, faculty, counselors, and advancement staff.
- Partner with the marketing and communications team to ensure the communication flow is sufficient and continually developing.
- Engage the market, especially Catholic partner schools, homeschool groups, churches, and camps, as well as other relevant market development opportunities (e.g., the public education sector) personally as well as through the team.
- Evaluate Holy Family's admissions efforts, collect and analyze admissions statistics on a regular basis and identify trends that advise the institutional marketing strategy to be incorporated with the annual enrollment plan.
- Proactively communicate admissions statistics, including lead measures, along with a semester forecast monthly to the President and Principal. Provide a solution to resolve any anticipated shortfalls.
- Leverage technology to enhance recruitment efforts, identify and target prospects, improve communication and impact conversion rates.
- In association with the President and Principal, develop and implement all policies and procedures regarding Holy Family admissions; ensure that policies are compliant with admissions standards.
- Identify demographic trends and how they translate into tactics and new initiatives.
- Represent Holy Family at professional meetings and conferences.
- Maintain, monitor and report on inquiry, application, and enrollment statistics to identify enrollment trends for the purpose of maintaining appropriate enrollment levels. Ensure that any potential shortfalls are addressed early in the recruitment period.
- Evaluate other private high schools in the area to develop an awareness of their pricing, policies, and strategies to gain a competitive advantage.
- Partners with the Director of Finance and other appropriate parties in the management of Holy Family's financial assistant program and scholarship awards.
- Collaborate with all campus constituencies including but not limited to faculty, student life, athletics, facilities, and information technology to ensure attainment of recruitment goals.
- Supervise and participate in acceptance and processing activities.
- Abide by all school policies outlined in the Employee Handbook.

Other Professional Expectations:

- Serves as a member of the Holy Family senior leadership team.
- Remain current on best practices in the field of admissions/enrollment management, researching and updating admissions practices, policies and technologies as needed.
- Assist with miscellaneous department duties as requested.

- Act as ambassador within the institution to instill confidence and optimism in the enrollment department.
- Support institutional fundraising and donor stewardship efforts.
- Effectively communicate with administration, advancement personnel, colleagues, students, parents, and larger community to advance the mission of the school.
- Uphold Holy Family's standards for professionalism, leadership, and personal responsibility.
- Be present where needed, when needed, and ready to work as needed.
- Participate in various school activities to integrate into the culture of the institution.
- Attend and participate in leadership and staff retreats and meetings.
- Perform other duties as assigned.

Mental & Physical Demands:

- Use of computer for long periods of time.
- Occasional evening or weekend events/meetings and travel.
- Reliable personal transportation.
- General lifting requirement: 20 pounds or fewer.

Qualifications:

- Bachelor's degree in education, business, communications, liberal arts, non-profit management, or other related field is required.
- Evidence of continuing professional education through conferences, seminars or professional associations is preferred.
- Five+ years of professional experience in leadership positions.
- Practicing Catholic (preferred).
- Knowledge and understanding of intermediate computer skills; proficiency with recruitment and admissions related software and systems.
- Remain in compliance with Virtus requirements.

Knowledge, Skills and Abilities Required:

- Understanding of and a passion for the HFCHS mission.
- Ability to network, develop and cultivate strategic, long-term relationships.
- Excellent written and verbal communication skills.
- Experience in marketing and/or communications.
- Ability to supervise, manage, mentor, and direct the work of a team of professionals as well as provide volunteer leadership support.
- Ability to cooperate as a team member with colleagues to meet institutional goals.
- Experience supporting major events and working with internal staff and volunteers.
- Detail oriented and excellent time management skills to meet sensitive deadlines; ability to multi-task, prioritize and follow through on a variety of concurrent projects.
- Possess excellent customer service skills.
- Understanding of best practices in admissions while applying creativity, resourcefulness, and innovative approaches to recruitment.
- Proven leadership, planning, fiscal management, and organizational skills.
- Comfort, confidence, and poise in front of small or large groups, promoting Holy Family.
- Ability to maintain a flexible schedule.
- Ability to travel.
- Ability to interact with a variety of individuals in a professional, courteous, and tactful manner.
- Knowledge and awareness of demographics, trends, and youth culture.
- Ability to maintain confidentiality.
- Ability to obtain and maintain a valid driver's license.
- Ability to pass a background check upon hire and periodically throughout the course of employment.