

Sacred Heart-Griffin High School

Advancement Office
Job Description
Director of Admissions

Position Summary

The primary function of this position relates to the analysis, marketing and outreach efforts of prospective students and their families. The Director of Admissions is responsible for providing leadership for the development and implementation of a marketing and communications plan that includes strategies to ensure Sacred Heart-Griffin meets its enrollment objectives.

This position reports to the Director of Advancement.

Primary Role and Responsibilities

- I. Establish a comprehensive student marketing plan**
 - a. Incorporate current and new activities into the plan in conjunction with an overall institutional plan. Track long-term grade school enrollments and create new marketing tactics.
 - b. Track, analyze and report grade school numbers to the President to be shared on an ongoing basis with the SHG Board of Directors.

- II. Evaluate current student marketing efforts and discover and implement new and innovative ways to reach out to prospective SHG families for student marketing purposes using the following activities as a guide:**
 - a. Schedule visits to elementary schools, religious education programs and parent information sessions.
 - b. Develop a systematic approach to follow up with prospective students.
 - c. Assist in planning and managing all student marketing-related events that may include the following: Preview Night in the fall, Freshman Parent/Family gathering in the summer; Placement Test; informational events for groups such as realtors, human resource groups and young families, etc.
 - d. Have a presence at various community events as directed by the Director of Advancement.
 - e. Coordinate the promotion of student events on television, radio and in print.
 - f. In conjunction with the Principal, schedule and conduct campus tours with individual families and disseminate information to prospective families.
 - g. Organize Shadow Days for potential students. Match shadow mates based on their academic and extracurricular interests. Track students who have shadowed.
 - h. In conjunction with the Guidance Office, Principal's Office and Finance Office, plan the placement test advertising and follow-up with prospective families.
 - i. Serve as a liaison to all area grade schools and actively serve on the Joint Marketing Group of the Springfield Catholic schools.
 - j. From concept to design, work as a team with key representatives within SHG to come up with various promotional materials.

- k. Host SHG junior high events at area locations. (For example, the eighth-grade dance and musical invite)
- l. Manage the Student Ambassador Program.
- m. Attend and coordinate Student Ambassadors for Future Cyclone Tent at SHG sporting events.
- n. Serve on SHG Board of Director's Marketing committee.

Qualifications and Skills

- Hold a degree(s) from an accredited college or university.
- Experience working in marketing and public relations or related field preferred.
- Strong grasp of Catholic education and ability to effectively articulate the values and mission of Sacred Heart-Griffin High School.
- Ability to develop long range plan and manage the daily details of implementation.
- Possesses high integrity and strong work ethic.
- Must enjoy working with the public and be effective in verbal and written communications with diverse audiences.
- Ability to collaborate effectively with internal and external constituents.
- Highly self-directed with an attention to detail and ability to organize effectively, and able to manage multiple projects effectively.
- Skill in establishing and maintaining effective working relationships with students, staff, faculty, and the public.
- Ability to work evenings and weekends as needed.