



Job Profile

Job Title:	Director of Enrollment Management
Department:	Enrollment Management
Reports to:	President
Date:	05/16/25

Job Status:

Exempt <input checked="" type="checkbox"/>	Non-Exempt <input type="checkbox"/>
Full-time <input checked="" type="checkbox"/>	Part-time <input type="checkbox"/>

General Summary

What is the primary purpose of this position?

The Director of Enrollment Management is an Executive Team Member responsible for the overall recruitment, cultivation, enrollment, and retention of St. Francis Catholic High School students. The person in this role collaboratively develops and facilitates the execution of a student recruitment plan that results in annually enrolling the optimal number of students as indicated in the school Strategic Plan.

Essential Responsibilities

List all major job functions performed on a regular basis.

All areas of responsibility must be operated consistent with the Catholic mission of the school.

Admissions Administration

- Direct and oversee St. Francis Catholic High School student recruitment efforts to meet enrollment goals specified by the Board Strategic Plan. Continually evaluate and redesign all aspects of the admissions program as appropriate, with the goal of maintaining a capacity enrollment of qualified students.
- Coordinate and execute effective student recruitment events including Open House, parent information nights, parent shadow days, school tours, shadow days, and specialized events for public school students and younger girls.
- Participate in local community events and high school fairs.
- Plan in-class presentations for 7th and 8th grade girls and attend school visits at 30+ area Catholic and private schools.
- Oversee the organization and administration of placement testing and student/parent interviews for transfer students.
- Organize and chair the Admissions Committee and supervise the admissions selection process.
- Supervise admissions data entry and management. Provide data on all aspects of the admissions process, from initial inquiry through enrollment.
- Plan, coordinate and implement course registration activities for incoming students. Work with Counseling department to host course registration event.
- Plan and execute New Family Welcome Night.



Job Profile

- Organize and oversee the Student Ambassador program.
- Supervise Enrollment Management Associate, including providing direction, coaching, performance feedback, and day-to-day supervision.
- Member of Executive Staff and President's Leadership Council

Admissions Communications

- Oversee the development and preparation of all written admissions communications.
- Develop and implement a detailed communication plan for prospective and admitted students. Write content and determine timing of email outreach messages for the entire admissions cycle.
- Coordinate with the Communications Director to develop admissions advertising strategy.
- Write content for SFHS website Admissions pages, and keep website updated and timely.
- Assist the Director of Finance with financial aid decisions for incoming freshman class as needed.

Retention

- Plan retention strategy and events, including Freshman Principal-Parent Coffee and Transfer Luncheon.
- Work with the Principal to facilitate the retention of mission-appropriate students currently enrolled at the school.
- Develop parent surveys to facilitate retention efforts.
- Maintain data on reasons for withdrawal.

Summer Camps Strategy & Oversight

- Develop summer camp programs for middle-school girls (Camp Troubie) and 1st-4th grade girls (Camp Troubie, Jr) with the goal of establishing a pipeline of future St. Francis students.
- Coordinate with the Director of Strategic Marketing and Communications on the preparation and distribution of marketing and promotional materials for summer camps.
- Coordinate with the Director of Strategic Marketing and Communications to develop summer camp advertising strategy.
- Supervise Enrollment Management Associate in day-to-day camp operations. Work with Summer Program Director to develop and monitor summer camp budget.

Job Specifications/Requirements

List skills/experience required for adequate performance in this position. List preferred experience and skills, if any.

Education:

Undergraduate degree required.

Job experience:

3-5 years of experience in a management setting and experience in marketing, communications and/or admissions.

Technical/Functional skills:

- Superb writing, editing and proofreading skills.



Job Profile

- Proficiency in data compilation, analysis, and management.
- Strong experience in operational and strategic planning, organizational management, and personnel management and mentoring.
- Demonstrated experience developing a budget and monitoring expenditures.
- Demonstrated knowledge of event planning, public relations, and marketing principles and practices.
- Experience in independent schools is advantageous.
- Working knowledge of website content management.
- High proficiency in Google Workspace.
- Ability to work collaboratively and independently on complex projects.
- Ability to establish cooperative and effective working relationships with a diverse group of individuals including senior management, administration, board members, faculty, staff, volunteers and the general public.
- Ability to effectively work under pressure, be flexible, use independent judgment, and produce quality work within tight time constraints.
- Ability to respond to sensitive matters with discretion and tact.
- Ability to bring energy, creativity, professionalism and community relations expertise that will make a substantial impact on special events while enhancing the image and positive relationships of the school.
- Integrity, self-awareness, sense of humor, and a confidence-inspiring presence.

Other Requirements:

Other duties may be required as needed.

Employee Signature:

Date:

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Supervisor Signature:

Date:

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HR Signature:

Date:

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