



## **JOB TITLE: DIRECTOR OF ADMISSIONS & COMMUNICATIONS**

**Reports To:** President

**Status:** Full-time, Exempt, Year-round

**Salary:** \$130,000–\$150,000 + benefits

### **Position Summary**

The Director of Admissions & Communications is a senior leader responsible for driving an integrated strategy for enrollment management, marketing, communications, and brand stewardship. This role ensures sustainable enrollment, strong net tuition revenue, and a compelling, mission-aligned public presence.

As a member of the President's leadership team, the Director leads the full enrollment lifecycle—from prospective family engagement through retention—while shaping CBHS's voice, reputation, and visibility. The role advances the school's Lasallian Catholic mission and supports long-term institutional vitality.

### **Mission Alignment**

Christian Brothers High School is a Lasallian Catholic, coeducational secondary school that provides a college preparatory curriculum for students of diverse abilities, cultures and faiths. Founded in 1876 by the Brothers of Christian Schools, the school continues to support the youth of the Sacramento area in the tradition of its founder, St. John Baptist de La Salle. Current enrollment is strong, as it has been in past years, with over 1,100 talented students. The Director of Admissions and Communications will:

- Champion Catholic and Lasallian values
- Serve as a visible ambassador for the school's mission and impact
- Maintain and elevate the school's presence in the community.

### **Key Responsibilities**

#### **Strategic Leadership & Planning**

- Serve on the President's leadership team and contribute to institutional strategy
- Develop and execute an integrated Enrollment & Communications Strategic Plan
- Establish enrollment, revenue, and communications KPIs
- Present market, enrollment, and performance data to leadership and the Board
- Monitor demographic and competitive trends to inform strategy

### **Enrollment Management**

- Lead a comprehensive, data-driven enrollment program (recruitment, admissions, retention, re-enrollment)
- Oversee admissions processes, from inquiry through enrollment decisions
- Manage and optimize the enrollment funnel and conversion metrics
- Develop recruitment partnerships with feeder schools, parishes, and community organizations
- Ensure an inclusive, relationship-centered admissions experience
- Oversee key events (Open House, tours, shadow days) and ambassador programs
- Partner with school leadership to support student retention

### **Financial Aid & Revenue Strategy**

- Align enrollment strategy with net tuition revenue goals
- Partner on financial aid strategy, tuition modeling, and discount management
- Balance access, mission alignment, and financial sustainability

### **Communications, Marketing & Brand**

- Lead strategic communications, marketing, and public relations efforts
- Ensure consistent, mission-centered messaging across all channels
- Oversee brand identity and storytelling that highlights student outcomes and school impact
- Manage creation of marketing materials and digital content
- Align messaging with advancement and institutional priorities

### **Digital Marketing & Analytics**

- Lead digital strategy (advertising, SEO, social media, CRM, automation)
- Track and optimize key metrics (inquiries, applications, yield, engagement)
- Use data insights to improve performance across the enrollment funnel

### **Community Engagement & External Relations**

- Build relationships with families, alumni, parishes, schools, and community leaders

- Represent CBHS at events and strengthen regional visibility
- Collaborate with Advancement to align engagement efforts

### **Crisis Communications**

- Lead crisis communications planning and execution
- Serve as spokesperson as appropriate
- Advise leadership on sensitive communications and reputation management

### **Team Leadership & Operations**

- Supervise and develop admissions and communications staff
- Manage budgets and ensure effective use of resources
- Improve systems, workflows, and the overall family experience

### **Data & Continuous Improvement**

- Establish and monitor KPIs across enrollment and communications
- Provide regular reporting and strategic insights
- Stay current on best practices in enrollment and marketing

### **Qualifications**

#### **Education & Experience**

- Bachelor's degree required; advanced degree preferred
- 7–10+ years in enrollment, admissions, communications, or marketing leadership
- Proven success in enrollment growth and integrated communications
- Experience in Catholic or mission-driven schools preferred

#### **Skills & Competencies**

- Strong commitment to Lasallian Catholic mission
- Strategic, analytical, and data-driven mindset
- Expertise in enrollment management, branding, and digital marketing
- Excellent communication and storytelling abilities
- Strong leadership and relationship-building skills
- Proficiency with CRM and marketing platforms
- High professionalism, integrity, and discretion

#### **Work Expectations**

- Occasional evenings and weekends required for events and recruitment activities

- Strengthens its position as a leading Lasallian Catholic school

### **Application Requirements**

- Letter of interest
- Résumé
- Professional references