

Director of Marketing and Enrollment

Resurrection Catholic School is seeking a part-time Director of Marketing and Enrollment that is responsible for year-long marketing efforts, student retention, and new family recruitment. This individual will develop and implement a strategic marketing plan (to include both print materials and digital content) and lead the ongoing recruitment and retention process.

Duties and responsibilities include:

- Create materials and presentations for community outreach.
- Visit classrooms regularly to capture photos and information to use for marketing content.
- Review and analyze marketing data to better engage target audiences.
- Coordinate and lead enrollment meetings/tours with prospective families, providing flexible scheduling.
- Collaborate with school leadership and office personnel regarding the financial aid application process.
- Create a formal calendar for recruitment and retention efforts.
- Check-in with teachers regarding retention efforts and communication with families throughout the school year.
- Manage and regularly update all social media, the school website, and the school app for marketing and communication purposes.
- Collaborate with the advancement director to create specific marketing materials for events, donors, and target audiences.
- Identify communities for recruitment and ways to engage them.
- Support the principal with the hiring process by managing job postings outside of the Archdiocese website.
- Support the accreditation team by producing marketing materials as needed.
- Track and log enrollment inquiries, progress, communication, and waitlist information using a formal system.
- Prudently and effectively manage a marketing budget.

Qualifications:

- MUST have marketing and/or sales experience
- Strong verbal and written communication skills
- Proficient in English and Spanish (preferred)
- Graphic design experience/skills (preferred)
- Self-starter with strong organization skills
- An eagerness to collaborate with others and work on a team

Interested candidates should send resume and cover letter to Mr. Kevin O'Brien at kobrien@rcksk.org