



## **School Marketing and Development Director Job Description**

### **Achievements, Skills and Personal Qualities:**

- Personable, outgoing, energetic, welcoming
- Able to serve as strong spokesperson for the school and parish
- Proven leadership ability
- Strong project management experience
- Strong communication skills, both verbal and written
- Proficiency with Microsoft Office programs; willingness to expand computer skills as required
- Able to manage and honor confidential information
- Able to work collaboratively with school and parish leadership and other constituent groups
- Able to change course as necessary, respond to opportunity and stay focused on priorities

### **Summary of Responsibilities**

- Work with school leadership in the development of strategic planning efforts, long range goals and development office policy
- Maintain annual development and marketing budget
- Develop and manage school's communication plan including website content, printed materials and e-communication platforms
- Develop and manage school's fundraising plan with the goal of a program grounded in philanthropy
- Coordinate communication and fundraising plans with those of other parish groups
- Build and maintain constituent database, expanding it continually to include affiliation and gift data
- Plan and conduct annual appeal to all constituent groups
- Plan and conduct a program of donor care that encourages continued investment in the school
- Work with school leadership to develop funding priorities and a program of restricted / named funds that invite partnership with major donors
- Produce reports for school / parish leadership that provide data for financial analysis

## **Responsibilities Specific to Enrollment Marketing**

- Set admission and enrollment goals with school administration
- Establish the school's value proposition relative to key competitors
- Develop a marketing plan and oversee development of all admission materials (brand identity collateral, brochures, fact sheets, enrollment contract)
- Coordinate yearly admission advertising and help promote school's visibility within community
- Manage efforts to retain current students /coordinate re-enrollment
- Organize admission tours, special recruitment events and orientation for prospective school families
- Maintain admissions database and all admission records and files
- Coordinate Financial Assistance effort
- Organize testing and screening for all transfer applicants
- Deliver annual Admission report to the Board and OCS as needed
- Facilitate Parent / Student Ambassador Programs