

Director of Enrollment Management

St. Catharine Academy (SCA), sponsored by the Mercy Education System of the Americas, is a Catholic, all female college preparatory high school located in the Bronx, New York. Our mission is to educate young women, in the Mercy tradition, for college success, leadership, and engagement in the world community.

The **Director of Enrollment Management** is responsible for advancing St. Catharine Academy's mission through strategic management of the school's admission and enrollment management functions, including all aspects of recruitment and re-recruitment. This individual serves as a liaison to the school's other advancement functions, including development and marketing and communications.

The **Director of Enrollment Management** works with a broad range of administrative colleagues, faculty, staff, students, prospective and current parents, and Archdiocesan school peers, and must be comfortable interacting with and presenting to the St. Catharine Academy Board of Trustees.

This individual reports directly to the President. This is a full-time, 12 month administrative position.

Responsibilities:

- Writes and executes annual Strategic Enrollment Management plan that integrates with the school's Strategic Development and Marketing Communications Plans.
- Tangibly and personally serves all aspects of the Enrollment Management Cycle, from inquiry to enrollment to re-enrollment.
- Serves on the Admissions Committee.
- Processes and maintains all admission files; regularly communicates with prospective families to ensure timely completion of the admission process.
- Fields and responds to admission inquiries; schedules, organizes, and leads Spend a Days, Open Houses, new family onboarding events; fulfills admission inquiry materials request.
- Enters and updates data within the school admission database.
- Keeps the President, Principal, Administration and Board of Trustees informed with accurate and timely information regarding admission and enrollment management initiatives and progress toward established goals.
- Designs, executes and analyzes constituent surveys and market research parameters.

- Promotes and represents SCA's culture of philanthropy throughout the admission process with prospective parents and in partnership with the Development team members.
- Works in tandem with the SCA Leadership Team to plan all admission and enrollment management-related communications and advertising.
- Attends SCA Leadership Team meetings and meetings with the Creative Agency.
- Engages actively in professional development in order to remain current in best practices related to Catholic and private independent school admission and enrollment management strategies and tactics.

Qualifications:

- Bachelor's degree, plus at least 5 years' experience working in or collaborating with Catholic or private independent school admission/enrollment management office.
- Background in Catholic or private-independent school academic or teaching preferred.
- Demonstrated ability to develop strategies to achieve an institution's goals; understands SCA's strengths, challenges and capacities.
- Demonstrated understanding of the demographic challenges and opportunities presented by recruiting students in NYC; familiarity with the elementary schools in the NY Archdiocese, the NYC Board of Education and Charter Schools.
- Proficient in various computer programs; experience in multi-media production.
- Spanish and/or Albanian bi-lingual a plus.

Performance Characteristics:

- Believes in the mission of St. Catharine Academy and the Sisters of Mercy.
- Reflects SCA's performance characteristics of professional excellence.
- Shares information readily; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit.
- Maintains confidentiality and protects sensitive information.
- Has a high "EQ" (emotional quotient); is naturally graceful in treating families with courtesy and tact.
- Highly organized and detail oriented with superior communication skills.
- Outgoing and inquisitive; seeks to develop positive relations with others.
- Strong analytical and statistical driven mind.
- Track record in the use of technology.

This is a full-time year round position. Salary is commensurate based on experience and qualifications. St. Catharine Academy provides a comprehensive benefits package, including medical, pension, life insurance and retirement savings contribution.