

CATHOLIC SCHOOLS CENTER OF EXCELLENCE

The Catholic Schools Center of Excellence (CSCOE) is a nonprofit organization with a simple two-part mission: to help preschool–eighth-grade Catholic schools in the greater Twin Cities metro area enhance excellence and increase student enrollment.

POSITION DESCRIPTION

Director of Enrollment

The Director of Enrollment provides training, guidance and expertise to principals and school representatives to create and execute plans with the goal of increasing enrollment. S/he coordinates centralized marketing initiatives such as Facebook advertising and mass purchasing. In collaboration with key advisors, s/he leads Latino enrollment initiatives. S/he leads, supports and collaborates with an enrollment manager to meet objectives.

Duties and responsibilities

The Director of Enrollment will:

- Develop and manage marketing and enrollment initiatives system-wide and at individual schools
- Convene, facilitate and train the “Admissions and Marketing Squad,” a cohort of enrollment managers from across the Archdiocese of St. Paul and Minneapolis
- Coordinate marketing grant request and award process
- Collect and manage monthly admissions funnel data from Squad members
- Provide on-call, direct support and expertise to schools in the areas of marketing and enrollment
- Manage purchasing of marketing materials for schools as determined in annual plan
- Determine and guide implementation of promotional initiatives, e.g. Facebook Ads, billboards, etc.
- Create and manage list of approved vendors for schools to use including, but not limited to website managers, copy writers, photographers, printers, videographers and graphic designers
- Lead, support and collaborate with the enrollment manager in marketing and enrollment projects and initiatives

- Manage initiatives (both system-wide and at individual schools) to increase Latino enrollment
- Support and manage special events as needed
- Oversee work and manage relationships with contractors

Qualifications

- Bachelor's degree in marketing or communications, master's preferred
- Experience in school admissions and marketing
- Experience working with diverse populations a plus
- Strong commitment to Catholic education, direct experience preferred
- Superb organizational skills and strong ability to manage multiple projects at once
- Excellent writing, editing and verbal communications skills, including public speaking
- Strong problem-solving skills that incorporate creativity and innovation
- Ability to build and manage relationships with stakeholders and provide guidance, consultation and inspiration as needed
- Strong collaborative skills and willingness to be flexible and adaptive
- Advanced computer skills including Microsoft Office, Google Suite, and familiarity with Adobe Creative Suite
- Ability to manage and interpret data
- Experience in digital marketing and social media management is a plus
- Strong sense of initiative and ability to develop ideas with minimal direction

Working conditions

CSCOE exists to promote Catholic education within the Archdiocese of St. Paul and Minneapolis. Accordingly, CSCOE's Director of Enrollment is expected to be familiar with and work collaboratively with the individual schools that comprise this Catholic school system, and this may require a substantial amount of local travel for which standard IRS mileage reimbursement is provided. The nature of the organization will also require some flexibility in terms of working hours to accommodate evening and weekend meetings and events.

Working at CSCOE

CSCOE is a small, growing and entrepreneurial organization with a passion for Catholic education. We embrace a mindset of servanthood when it comes to supporting schools. We listen to schools and strive to not only respond to their

expressed needs, but also anticipate them and ask schools to seek excellence in all that they do. CSCOE seeks team members who thrive in a fast-paced environment that fosters critical thinking and creative problem-solving. We are self-starters and builders, and we embrace change. We will stop at nothing to improve excellence in our local Catholic schools. Our team believes in a high level of collaboration and searches for talent who will embrace change, seek excellence, and provide leadership and inspiration for our school communities.

To apply:

Send cover letter and résumé to Brian Ragatz, CSCOE president:

info@cscoe-mn.org

Interviews may be conducted prior to the July 25 application deadline.