

CATHOLIC SCHOOLS CENTER OF EXCELLENCE

POSITION DESCRIPTION

Position Title:	Enrollment Manager
Reports to:	Director of Enrollment
This position is:	Full time with benefits
FLSA:	Exempt
Date:	August 6, 2024
Hours hired to work:	40+ hours per week, 12 months

About the Catholic Schools Center of Excellence: The Catholic Schools Center of Excellence (CSCOE or the Organization) is a 501(c)(3) non-profit organization that has been in existence since 2015. CSCOE has a two-fold mission: to enhance excellence and increase enrollment in Catholic preschool through eighth grade schools. When formed in 2015, CSCOE's support focused on schools within the Archdiocese of St. Paul and Minneapolis. Having demonstrated success within the Archdiocese, CSCOE's focus broadened in 2022 to encompass all of Minnesota. Potentially unlimited growth beyond Minnesota is projected for the future.

Purpose of Position: As a member of the CSCOE enrollment team, the Enrollment Manager is charged with increasing preschool-8th grade Catholic school enrollment, empowering school partners to identify opportunities and implement solutions to achieve growth. Specifically, this person will lead education and development initiatives for schools to maximize their online presence, showcase CSCOE programming outcomes, and articulate their unique differentiators. Finally, this person will take a one size fits one approach, providing coaching and support in response to an individual school's marketing and enrollment needs. **To make the organization scalable to a national level, all roles must heavily leverage advanced technology, especially AI, to do much more for far less in the shortest amount of time possible.**

Duties and responsibilities:

The Enrollment Manager will:

- 1. Leverage technology to a high degree, including but not limited to expertise in engineering AI prompts for maximum productivity and impact.**
2. Actively participate in strategic planning, programming, and trainings to enhance excellence and drive enrollment growth in Catholic preschool-8th grade schools across the state of Minnesota.
3. Develop innovative solutions that support organizational effectiveness.
4. Conduct client outreach and engagement with academic leaders and marketing, admissions, and enrollment professionals at partner schools.
5. Compile, assess, and report school-level data and manage organization profiles.
6. Identify and endorse admissions and marketing best practices.

7. Lead digital marketing-focused education programming and client-specific solutions.
8. Lead education and development initiatives for schools to maximize their outcomes of participation in CSCOE signature programming and other differentiated opportunities.
9. Work with CSCOE staff and partners to establish centralized marketing initiatives, analytics, and reporting.
10. Other duties as assigned.

Qualifications

1. Bachelor's degree, preferably in marketing or communications, and a minimum of four years of professional experience.
2. Have excellent written, visual and oral communication skills.
3. Demonstrated ability to build and manage relationships with stakeholders, providing guidance, consultation, and inspiration as needed.
4. Digital marketing and social media management experience.
5. Ability to manage and interpret data.
6. Advanced knowledge of PC, MS Office suite (Outlook, Excel, and Word), Dropbox, Google Drive, Zoom, Teams.
7. Working knowledge of applicable software, engineering AI prompts, Canva, Salesforce, CRM platforms (i.e. GiveSmart, etc), Wordpress, and ThinkCell.
8. Be highly collaborative and have demonstrated the ability to work effectively in a team setting.
9. Be an entrepreneur, with the proven ability to "think outside the box" in developing unique and innovative approaches to challenging issues and situations.
10. Be passionate about CSCOE's mission of serving Catholic school principals and teachers in achieving excellence in their schools.
11. Have a strong work ethic and set an appropriate example for team members to emulate.
12. Demonstrate the highest ethical and moral standards in personal and business conduct.

Working conditions

The Enrollment Manager must quickly become familiar with, and work collaboratively with, the Organization's mission, programs and team leaders. Because the mission of the Organization must be closely aligned and in sync with the Catholic preschool through eighth grade schools it serves, the Enrollment Manager must have a working knowledge of Catholic schools which can only be obtained by direct engagement with the schools. Success in this position will require flexibility in terms of working hours to accommodate evening and weekend activities.

CSCOE is a small, growing and entrepreneurial organization with a passion for Catholic education. We embrace a mindset of servanthood when it comes to helping schools. We listen to schools and strive to not only respond to their expressed needs, but also anticipate additional needs 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 we embrace change. We will stop at nothing to enhance excellence in our 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.

Interested in apply? Please send an updated resume, cover letter and three references to melissagruber@cscoe-mn.org.