

Director of Enrollment Management OLV National Shrine & Basilica

POSITION SUMMARY

The Enrollment Management Director (in partnership with other OLV team members and resources) is responsible for coordinating the planning, management, and evaluation of the enrollment management, fund development, communications and constituent/public relations programs of the school – activities that create a supportive climate for enrollment growth which is a direct indicator of school viability and school sustainability so it can achieve its mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Oversees OLV Elementary School's recruitment and registration process and ensures participation of all appropriate parties (school faculty and staff as well as OLV Charities team members) in it.
2. Responsible for meeting annual student enrollment goals.
3. Facilitates OLV Elementary School's Enrollment Management Committee monthly meetings and ensures that goals of the committee are met.
4. Actively seeks and stays updated on relevant enrollment/retention best practices and trends.
5. Utilizes predictive analytics to provide enrollment forecasting and enrollment management planning.
6. Conceptualizes and works closely with the members of the Creative team to implement innovative recruitment strategies and tactics that drive awareness and demand for the school's programs and offerings.
7. Manages multiple events including, but not limited to, Catholic School's Week, Open House, "Super Saturday," student "shadow days" and family tours, new parent orientation, monthly Family Fun Nights, service projects, etc.
8. Provides strategic planning for the oversight and ongoing evaluation of practices and policies regarding student retention. Seeks feedback and identifies organizational strengths, opportunities for improvement, and capacity for growth.
9. Works closely with school faculty and staff members to ensure timely and accurate collection of data related to student retention, including attrition analysis.
10. Works closely with key volunteers, coordinates the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
11. Creates and presents enrollment marketing to area agencies, day cares, and parishes
12. Establishes a plan and process that will allow for effective relations management for new and prospective students as well as families that may be at risk of leaving the school.
13. Leads by example, expressing warmth and hospitality and ensuring OLV's mission is visible throughout the enrollment process.

COMMUNICATIONS

14. Works closely with members of the OLVC Creative team on processes to handle communications through the school's existing channels – websites, social media channels, church bulletin – and those that may be created in the future – e-newsletter, alumni publications, development pieces, etc.

15. Consistently communicates with members of the OLVC Creative team, regularly forwarding content and story suggestions that can be used on websites/social media channels and for media pitches. All media activity must be coordinated by OLV Charities staff members.
16. Analyzes existing methods of communicating with faculty, staff members and parents and either enhance them or create new approaches.
17. Manages school wide communication to parents, including weekly updates, monthly newsletters, emergency closing information, etc.

CONSTITUENT RELATIONS

18. Responsible for alumni events this includes but is not limited to: reunions, special masses, and alumni/school athletic, social and fundraising events
19. Identify, recruit, and engage volunteers including: prospects, parents, alumni, grandparents, parishioners, clergy, students, faculty and administrative staff, etc.
20. Responsible for volunteer planning and management, in conjunction with HSA
21. Works closely with the school board, staff and volunteers to assist them in their activities

DEVELOPMENT

22. In close collaboration with the OLVC Advancement Team, helps plan, manage and support the growth of the annual Angel Fund Appeal and targeted major gift opportunities.
23. In close collaboration with OLVC's Director of Corporate & Foundation Grants, helps Identify and secure grants for specific school priorities.
24. Disseminates small classroom grant opportunities to teachers
25. Meets with principal or project management team to identify school needs for project funding.
26. Meets with school and community stakeholders to identify and recommend partnerships.
27. Educates and engages key volunteers (i.e. Home School Association, Chairpeople for Sweeps, Meat Raffle and Pennies for Heaven) in implementing mission-based fundraising.
28. Works to create and support a culture of philanthropy within the broader school community.

OPERATIONS

29. Database management: responsible for database oversight and management as it relates to enrollment management (eSchool) and development, especially the updating and maintaining of the alumni database
30. Understands general office processes and procedures

OTHER RESPONSIBILITIES

31. Meet with school principal weekly
32. Sets priorities to meet annual goals, monitors and reports out
33. Identify new projects and Progress monitoring on projects
34. Attend Diocesan Advancement Roundtable meetings
35. Report on Diocesan initiatives and opportunities
36. Attend HSA meetings
37. Coordinate with parents regarding advertising needs
38. Promotes understanding, acceptance and support of the mission statement, and
39. objectives of the school
40. Works closely with the principal and the enrollment management team of the School, and with the Creative and Advancement Departments of OLV Charities, to set and achieve goals and objectives
41. Design student performance programs and award certificates (monthly virtue awards, end of the year academic and athletic awards).
42. Other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES

1. Belief in and support of the school mission and communicates a passion for Catholic elementary education
2. Skilled at influencing, selling value of education and communicating information that leads to action and commitment from others
3. Able to take initiative and problem solve issues creatively and independently
4. Skilled at creating innovative plans and strategies and executing on them to achieve outcomes/goals
5. Ability to analyze and interpret data, identify trends and make recommendations that translate into results
6. Demonstrated leadership and effectiveness in developing and accomplishing organizational goals
7. Ability to build and lead a team
8. Demonstrated ability to recruit and manage volunteers
9. Strong written, spoken and interpersonal communication skills
10. Ability to interact confidently and effectively with all stakeholders including but not limited to: school staff, school and parish administration, students, parents, donors, parishioners, the media, the community and alumni.
11. Flexible and adaptable in various situations and when interacting with many different people
12. Excellent organizational and time management skills with attention to detail
13. Able to multitask, meet deadlines, and prioritize
14. Able to work independently and collaboratively
15. Computer skills and proficiency in Microsoft Office Suite (Word and Outlook), Google Suite platform, social media and internet applications required.
16. Functions with the understanding of the importance of discretion and confidentiality.

EDUCATION AND EXPERIENCE

1. Bachelors degree in related field strongly preferred
2. Experience in enrollment management, development, sales, marketing, communication, public relations and/or volunteer management.
3. Experience working with Microsoft Office Suite (Word and Outlook), Google Suite platform, social media and internet applications.
4. Experience in a parochial or not-for-profit environment preferred.
5. Commitment to the mission of Our Lady of Victory Elementary School and Catholic education.

Pay range: \$51,000 - \$55,000 per year, based on experience

Email resume and cover letter to: olvc-careers@olvcharities.org

Or send cover letter with resume to:

OLV Charities

Human Resources Department

780 Ridge Road; Lackawanna, NY 14218