

## **Job Description**

### **DIRECTOR OF ENROLLMENT**

#### **PURPOSE/CHARGE/DELEGATION**

The Director of Enrollment manages a comprehensive student recruitment, enrollment and retention program for Trinity Catholic High School. Through the initiation and maintenance of programs and strategies, the Director ensures the enrollment and retention of adequate numbers of qualified students. The Director of Enrollment answers directly to the President.

#### **MAJOR DUTIES AND RESPONSIBILITIES:**

##### **Internal Functions:**

- Design, implement, and maintain a recruitment plan and calendar of events.
- Determine Annual Entrance Exam and Open House dates and time.
- Coordinate the Annual Open House for prospective students and their parents.
- Coordinate, with final approval of the President, all promotional materials, and advertisements related to Enrollment.
- Coordinate the feeder school visit program.
- Provide information for and be accessible to all new student matters.
- Review all incoming and outgoing information regarding potential students.
- Provide “exit interviews” for all early leaving students
- Coordinate “Shadow” Program for prospective students who visit Trinity for a day.
- Coordinate transportation logistics for students
- Evaluate applications for financial assistance and award financial aid using guidelines approved by the President.
- Coordinate and administer all Entrance Exam procedures.
- Coordinate and administer Summer School programs and camps
- Works with the Today and Tomorrow Foundation to facilitate and recommend TTEF-sponsored awards.

##### **Cooperative Functions:**

- Collaborate with the Principal, with final approval of the President, to administer all decisions pertaining to freshman and transfer student applications.
- Execute logistical responsibilities for the admission of new students as directed by the Principal.
- Assist the Diversity Committee with efforts to attract, support and retain qualified minority students.
- Function as a member of the Advancement Committee and Advancement Team to coordinate and plan marketing and public relations efforts.
- Provide information to the communication team on all school events, highlights, and news
- Manage regular updates to school website

- Regularly advise the President and Principal of the Enrollment Office efforts and practices.

### **Public Relations:**

- Initiate and maintain personal contacts with schools, parishes, families, prospective students, and constituents on a year-round basis.
- Represent and articulate Trinity 's educational vision and mission of the school to prospects and various publics at schools visits, fairs, high school nights, etc.
- Foster concern and participation by faculty, students, parents, alumni and friends in the Enrollment process.
- Work to maintain positive relations with feeder school principals, pastors, teachers, directors of religious education and parents.
- Coordinate yearly grade-school principal lunch with Trinity President
- Evaluates any communications coming from within the community to assure use of formally approved logos and branding materials.
- Select Student Ambassadors and coordinate SA visits, volunteer hours, etc.
- Coordinates a Parent Ambassador program.
- Coordinate brand alignment and management for Trinity as a whole
  - Official logos
  - Color typing
- Trinity Day Of Praise coordination

### **Information Management:**

- Implement and maintain Salesforce database for potential students and contacts.
- Process and computerize all information pertinent to the recruitment of potential students from Catholic, private, and public schools.
- Correspond with appropriate feeder school staff to secure any records required for enrollment of applicants.
- Formulate enrollment projections and maintain information on enrollment trends in area schools.
- Assesses the performance of scholarship recipients and meets with them accordingly.
- Coordinates website updates.
- Coordinates the social media campaign:
  - Twitter
  - Facebook
  - Instagram

### **Data:**

- Develop historical trending data
- Competition analysis
- Targeted growth through new student acquisition
  - Grade School

- Transfers
- Retention 6-month report
- Mapping
  - Updating of historical class data
  - Prospective class data
  - Needs Assessment

**Committee and Professional Membership:**

- Advancement Committee of the Board
- Advancement Team (internal)

**.Liason to TTEF for all content related needs.**

To apply, send the following to [job@trinitycatholichigh.org](mailto:job@trinitycatholichigh.org):

- Letter of interest
- Resume
- 3 references



