



## **POSITION DESCRIPTION**

### **Admissions & Marketing Coordinator**

**Reports to:** Marketing & Development Director

### **About Holy Spirit Academy**

Holy Spirit Academy is a private High School in the Catholic intellectual tradition offering an integrated academic program. The school's Christ-centered approach to education fosters an environment grounded in the Truth, which prepares students for a life at the service of others. Through the action of the Holy Spirit and with the intercession of Archbishop Fulton Sheen, the academy strives to help students realize their God-given purpose, instilling in them confidence to enrich the current culture.

### **General Summary**

Holy Spirit Academy is seeking a creative, energetic full-time Admissions & Marketing Coordinator to manage and assist in implementing the recruitment, admissions, and enrollment process, and the professional marketing and fundraising activities at Holy Spirit Academy. This position will adhere to our Catholic identity and serve the mission of Holy Spirit Academy. The Admissions & Marketing Coordinator is hired by, supports, and reports to the Marketing & Communications Director in the duties highlighted.

### **Specific Primary Responsibilities and Duties**

#### **Admissions & Enrollment**

Responsibilities include all aspects of the admission process such as:

- New student recruitment by scheduling visits to local schools and churches (via Archdiocesan Admissions Group & school family contacts); coordinating coverage of and presenting at school & church visits; participation in the Admissions Group; outreach to local parishes/faith formation groups and homeschooling families
- Initiation, facilitation, & follow up on key communications with prospective families; tracking all communications in shared electronic files of prospects
- Coordination with Parent Guild to facilitate admissions outreach via current families
- Setup, execution, & follow up of open house event(s)

- Setup, execution, & follow up of student shadow day visits and tours for prospective families
- Responsibility of admissions from initial point of contact to acceptance, enrollment, financial aid distribution, and billing via TADS (online Tuition Aid Data Services)
- Development & organization of admissions promotional packets & marketing materials
- Development & roll out of social media postings related to admissions

### **Marketing & Fundraising**

- Work in collaboration with the Marketing & Development Director on the professional marketing efforts of the school through the development of promotional materials, the school website, parish bulletin announcements, email distribution (Constant Contact) and social media (Facebook, Instagram)
- Coordinate and collaborate with the Parent Guild, the volunteer leadership committee at Holy Spirit Academy, in the planning of all fundraising events including, but not limited to: Harvest Banquet, Encounter the Holy Spirit Retreat, Fit for Life and additional future events as directed
- Responsible for database integrity and data entry in Holy Spirit Academy's donor management software, through gift processing and acknowledgements, records, and reporting
- Work in conjunction with the Marketing & Development Director to meet annual Admissions goals and collaborate on the strategic plan for future goals

### **Qualifications**

- Minimum of an Associate degree in Marketing, Mass Communications or related field, or comparable work experience required
- Admissions and/or Marketing/Communications background desired
- Strong organizational skills, with excellent writing and communication skills
- Highly proficient communicator, networker and friend builder
- Creative eye for attractive and professional marketing
- Competency in effective utilization of social media
- Proficiency in computer-related skills; electronic files, email, documents, spreadsheets (experience with TADS and/or Donor Snap a plus)
- Goal-oriented with a strong desire to grow the student body
- Committed team player with strong attention to detail
- Fidelity to the Magisterium

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