

DUBOIS CENTRAL CATHOLIC SEEKS: DIRECTOR OF ADMISSIONS/MARKETING

JOB DESCRIPTION:

The Director of Admissions is responsible for all aspects of the preschool-12 admissions process, including developing and implementing recruitment strategy; guiding students and families through the admission process; conducting candidate/family interviews; with others, overseeing the DCC's scholarships; tracking and reviewing candidate applications; generating final admission and scholarship decisions; recruiting newly admitted students to enroll; and engaging in effective community outreach to expand DCC's excellent reputation in the region. The Director of Admissions/Marketing is a part of the Development Team and reports to the President.

Recruitment/Admissions/Enrollment Management Responsibilities:

- Develops a comprehensive admission plan to promote DuBois Central Catholic to prospective incoming students, transfer students and parents.
- Works closely with the Administrative Team to develop the overall marketing campaign for the school and works strategically with the school's constituents to ensure an integrated, engaging and effective identity.
- Prepares a timely advertising plan for student recruitment using newspapers, radio and other media sources as deemed appropriate.
- Organizes and coordinates Open House events for prospective students and their parents.
- Manage the school visitation program (cardinal visits) for prospective students and families.
- Manages a Tour Guide program- including selection and training of DCC student guides/hosts for recruitment/admissions events.
- Maintains and manages admissions software and databases for accurate electronic documentation of student prospects.
- Develops and maintains close working relationships with key feeder school constituents.
- Manages relationships with current parents to serve as ambassadors within their communities, local schools, churches and organizations.
- Establishes and publishes criteria and notification process for admissions decisions status of students.
- Coordinates the administration of the Admissions Test.
- Evaluates and executes admission decisions on applicant files.
- Develops and monitors statistical reports to enhance recruitment strategies, yield management, forecasting, and operational efficiency.
- Performs intake interviews of new and prospective students when appropriate.
- Organizes the registration process for new students.
- Assists school administration with orientation program for new and transfer students.

- Conducts any and all appropriate marketing research with the goal of increasing enrollment and retention.
- Develops a comprehensive International Student Recruitment and Admissions process.
- Assists Development Team with various initiatives throughout the year.

Financial Aid Responsibilities:

- Works closely with the Director of Finance to plan and coordinate the financial aid application process for incoming and transfer students including the notification process.

Qualifications:

- Practicing Catholic with an active sacramental and faith-life and in good standing with church.
- Bachelor's degree in a relevant area (advanced degree a plus).
- Previous experience in high school or college admissions, school administration, or sales and marketing.
- Ability to effectively communicate in person and in writing
- Excellent public speaking skills.
- Ability to work collegially within a team of educational leaders.
- Possess high energy, attention to detail, and the ability to organize effectively.
- A valid driver's license and the ability to travel and work nights and weekends as necessary.
- High-level analytical and organizational skills and a demonstrated ability to plan strategically.

Salary: Competitive for the region and based on experience, education and qualifications.

Please email resume and a letter of interest to jgankosky@duboiscatholic.com by June 30, 2025.