

Job Description

Office of Development

Title: Director of Marketing

Term: July 1 – June 30 of the following year

Salary:

Description: The Director is responsible for promoting awareness of Annunciation Catholic School in the community and increasing enrollment through recruitment and retention efforts.

Skills/Knowledge:

- Bachelor's degree preferred
- Excellent written and verbal communication skills
- Strong customer service skills
- Strong organizational skills
- Strong computer skills
- Detail oriented, able to multi-task and work collaboratively

Major Responsibilities: include but are not limited to:

1. Planning, management and implementation of the marketing efforts that include, but is not limited to:
 - a. Print publications including school newsletter, marketing materials, giving program brochures, and direct mail pieces
 - b. Electronic communications including website, facebook and email
 - c. Media relations including advertising and press releases in local newspapers, local media coverage of school events.
2. Plan and coordinate school events for recruitment and marketing purposes such as: open houses, school visits and tours, New Parent Orientation and Catholic Schools Week, etc.
3. Manage the overall enrollment process including the prospective student database, applicant procedures and enrollment/retention statistics
4. Establish and maintain a positive working relationship and ongoing communication with Parish and School staff, committees, volunteers, parish members, school parents, press and the wider community.
5. Provide School News for the bulletins at area Catholic churches
6. Assist Special Events/Fundraising Coordinator in the marketing of school events such as Draw Down, Jeans and Jazz Auction
7. Assist Development Director with Annual Giving Campaigns
8. Assist with Scrip Program
9. Attend all school functions
10. Attend faculty/staff meeting as needed
11. Attend Development Committee meetings
12. Attend Advisory Council meetings and submit monthly report
13. Submit monthly enrollment/registration report to Finance Committee