

POSITION TITLE: VICE PRESIDENT OF RECRUITMENT AND ENROLLMENT

WHO WE ARE

Cristo Rey Orange County High School is located in Santa Ana, CA, and is part of the national Cristo Rey Network. Cristo Rey schools use a rigorous academic model, supported by best practices in instruction and assessment, to prepare students with a broad range of intellectual abilities for college and life. Cristo Rey Network schools employ an innovative Corporate Work Study Program that provides students with real world work experiences. In this unique model, every student works to fund the majority of the cost of his or her education while gaining job experience, growing in self-confidence, and realizing the relevance of this education. Students work in various corporate and business settings including law firms, banks, hospitals, universities, and with other professional organizations.

Want to learn more about us? Visit our [website](#).

POSITION SUMMARY

The Vice President of Recruitment and Enrollment engages prospective families through Catholic, public, private, and charter elementary and middle schools, local community-based organizations, churches, and religious education programs. The Vice President also serves as the first point of contact for prospective families and will be responsible for the recruitment process from initial contact through enrollment. The Vice President spearheads marketing and communications for student recruitment and leads all community outreach recruitment initiatives by establishing and maintaining relationships with community partners, school administrators, and religious leaders to build sustainable recruiting pipelines. This individual collaborates closely with the leadership team, especially the Principal, and reports directly to the President.

PRIMARY RESPONSIBILITIES

Understand, embrace and implement the school's mission and philosophy as written in the Mission Effectiveness Standards, participate in the Christ-centered life of the school; and model the school's philosophy in working with students, parents, colleagues and administration.

- **Communications Responsibilities**
 - Embrace, embody, and communicate the vision, mission, and values of Cristo Rey Orange County High School to various audiences, including but not limited to potential families, local Catholic, public, and charter schools, local non-profit organizations, local Churches, and community leaders.

- Collaborate with the leadership team to develop comprehensive, coordinated communications programs including marketing strategies and design of promotional materials in print, digital, and web; assist in the design of advertisements, social media content, mailings, web pages, and other publications that will promote the school to prospective students and their families.
- Plan, implement, and lead engaging informational events and meetings, school tours, meet-and-greets, open houses, and other on-campus admissions events.
- Plan and lead participation in community-appropriate events, admission fairs, and other off-site recruitment events.
- **Admissions Process Responsibilities**
 - Develop, execute, measure, and analyze a strategic and tactical recruitment program that meets or exceeds enrollment targets with mission appropriate applicants.
 - Develop an admissions process, communication plan, and system that supports a relationship-based, efficient experience for prospective students and families.
 - Manage the entire recruitment funnel from nurturing leads to completing applications and enrollment deliverables while providing exceptional customer service at all key stages of the funnel.
 - Recruit, build, and maintain close and productive relationships with prospective students' families, school leaders, and other referral sources in target markets.
 - Develop and implement strategies for visibility in the community to attract prospective students and families.
 - Prepare, maintain, and analyze statistics (including comparative benchmarks) related to recruitment and enrollment; provide summaries and interpretation to facilitate collaboration with other leadership team members.
 - Evaluate and redesign aspects of the recruitment, admissions, and marketing program with the goal of maintaining a full enrollment of mission appropriate students along with a waitlist of qualified applicants.
 - Collaborate with colleagues across the Cristo Rey Network and ensure regular reporting to President, Board of Directors, and other constituents.
 - Provide guidance, leadership, and direction, including clearly defined performance expectations, and encourage professional development for the admissions team.
 - Perform other duties and special projects as requested by the President.

QUALIFICATIONS AND SKILLS

- Possess strong leadership, time management skills, and have the ability to prioritize and balance.
- Knowledge of best practices in enrollment management and a record of success in increasing enrollment.

- Proven experience with enrollment management software.
- Demonstrate a high level of professionalism, initiative, resourcefulness and personal accountability.
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of audiences and build long-term relationships.
- Fluency in English/Spanish required.
- Knowledge of surrounding communities and ability to engage community connections to establish Cristo Rey Orange County as a top-choice option for students and families.
- Strong organizational and time management skills with exceptional attention to detail.
- Thrive under pressure and get things done in uncertain conditions – you know how to be comfortable with being uncomfortable.
- Enjoy solving challenging problems with nontraditional solutions.
- Have a growth mindset and develop and share best practices.
- High energy and passion for the Cristo Rey mission is essential.
- Work alongside a leadership team dedicated to the success of Cristo Rey Orange County.
- Desire to learn new things, talk with new people, expand your network, and work collaboratively.
- Flexible and adaptive style; a leader who can positively impact both strategic and tactical recruitment and enrollment initiatives.
- Proven ability to make decisions and push for results with a sense of urgency to exceed goals and objectives.
- Build and lead a team to raise the school's profile in Orange County.
- Passionate about making a positive, sustainable impact on the community and create a pathway for students to succeed in college and career.
- Bachelor's degree required; Master's degree preferred.
- Satisfactory completion of a criminal history background check and fingerprinting is required.

OTHER

- FLSA Status: Exempt
- Reports to: President
- Compensation: Salary will be commensurate with experience and is expected to be in the range of \$80,000 to \$120,000. Eligible for healthcare benefits (medical, dental, and vision), paid holidays and vacation time, and retirement.
- Work Schedule: Full time; 12-month



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HOW TO APPLY

Send PDFs of your resume and cover letter sharing how your gifts and experience will ensure you are a successful Vice President of Recruitment and Enrollment to Careers@cristoreyoc.org.