



7681 Orangethorpe Avenue
Buena Park, CA 90621

714-522-5313

www.stpius5school.net

Admissions & Marketing Director 2024-2025

Position Overview:

The Admission and Marketing Director plays a critical role in developing the marketing and admissions strategy for St. Pius V Catholic School. The role is the first point of contact for new family inquiries and the admissions process. The Admission and Marketing Director will help to identify new admissions and marketing opportunities within the community to build the enrollment of the school.

Daily expectations include:

- Performs enrollment activities (e.g. interpreting transcripts, updating automated student information system, etc.)
- Engage and inform prospective parents and students about St. Pius V and the benefits of Catholic education on an individual, small, and large group basis
- Inspire the community to actively participate in admissions events including but not limited to open houses and TK playdates
- Communicate and provide information regarding the admissions procedures for all prospective students and their families
- Coordinate to provide hospitality and welcome at school events relating to admissions
- Organize and communicate the registration process for new students
- Perform intake interviews of new and prospective students when appropriate
- Manage and maintain student recruitment database software and provide weekly dashboards/progress on application and admission requirements
- Maintain a high degree of confidentiality
- Maintain and report on annual demographic information and market trends for purposes of managing and increasing enrollment and retention rates
- Develop a marketing strategy to reinforce the school's core brand messages within the school community and parish community
- Develop a marketing strategy to connect with the outside community including promotional materials, advertising, and presence in the community that will generate increased awareness of the school within all its target audiences
- Utilize web-based marketing strategies to increase the school's online presence, including the effective use of social media
- Perform other duties as assigned

Job Qualifications:

Confidentiality, excellent organizational skills, and accuracy are essential qualifications for this position, as well as good customer relations including follow-up and follow-through with interest parties, and the ability to communicate clearly. The ideal candidate for this position is a skilled multi-tasker, reliable, and committed to consistently meeting deadlines. Bi-lingual in Spanish and English are preferred.

Education and Experience:

Bachelor's Degree preferred and experience working in admissions for Catholic or private schools preferred.

Salary:

Salary commensurate with education and experience. Interested and qualified candidates are asked to submit a letter of introduction and resume to Mrs. Shannon Kwan at skwan@stpius5school.net.