

Job Title: Head of Marketing and Admissions

Location: Pax Christi Academies, Corporate

Reports to: President, Pax Christi Academies

Salary Range: \$110,000- \$130,000 commensurate with education and experience.

Job Summary:

The Marketing and Admissions Manager is responsible for developing, implementing, and managing the marketing and admissions strategy for the five Pax Christi Academies schools. This role plays a key part in driving enrollment growth, enhancing the school's reputation, and communicating the school's values and educational offerings to prospective families, students, and the wider community. The Marketing and Admissions Manager oversees all aspects of the school's brand, digital presence, promotional activities, and engagement strategies to attract new students and retain existing ones. The role also includes public relation liaison, creating and managing social media presence, creating print media and managing partnerships with media partners.

Key Responsibilities:

Marketing Strategy and Implementation:

- Develop and execute Pax Christi Academies' overall marketing strategy, focusing on enhancing brand awareness, school reputation, and enrollment growth.
- Create and manage marketing campaigns (digital, print, and events) targeting current and prospective students and families.
- Oversee content creation for all communication channels (website, social media, brochures, newsletters, newspapers, etc.), ensuring consistency in messaging, tone, and alignment with the school's values.
- Monitor and analyze marketing trends, competitor activities, and student demographics to continuously improve and adapt marketing efforts.
- Organize and promote events such as open houses, campus tours, webinars, and school fairs to engage current and prospective families.

Admissions Strategy and Oversight:

- Lead the re-enrollment and admissions process, from initial inquiries through to enrollment, ensuring a seamless experience for current and prospective families.
- Develop and implement strategies for student recruitment, including targeting specific demographics and geographic areas.
- Cultivate relationships with prospective families, guiding them through the application, interview, and enrollment process.
- Track and report on key performance indicators (KPIs) such as enrollment numbers, conversion rates, and inquiry-to-admission statistics.

- Collaborate with the academic and administrative teams to assess and improve the admissions process and ensure alignment with the school's mission.
- Manage and maintain data on enrollment and present it to the Board quarterly.

Brand Management and Public Relations:

- Manage and protect the school's brand, ensuring that all marketing and communications are in line with the school's values, mission, and vision.
- Work with the leadership team to enhance the school's public image and community engagement.
- Develop and maintain strong relationships with external stakeholders, including media, local businesses, and community organizations, to promote the school's programs and achievements.
- Oversee public relations efforts, including managing media requests, press releases, and school-related stories to be shared with the community.

Digital Presence and Social Media:

- Oversee Pax Christi Academies' and schools' website and ensure that it is regularly updated with accurate and engaging content.
- Manage all social media platforms, ensuring timely and effective content creation, community interaction, and student/family engagement.
- Analyze social media metrics and website analytics to measure campaign effectiveness and adapt strategies accordingly.
- Leverage digital marketing tools and strategies to enhance outreach efforts (e.g., email marketing, online advertising, SEO, PPC).

Enrollment Management and Retention:

- Work closely with school leadership to set annual enrollment targets and develop strategies to meet or exceed them.
- Track student retention and identify strategies to maintain strong relationships with current families and promote long-term loyalty.
- Develop programs and strategies for improving parent satisfaction and engagement, ensuring positive word-of-mouth referrals.
- Evaluate and report on admissions data, identifying trends and making recommendations for improving recruitment and retention efforts.

Qualifications:

- **Education:** Bachelor's degree in Marketing, Communications, Business, or related field (Master's degree is a plus).
- **Experience:**
 - Minimum of 3 years of experience in marketing and admissions, preferably in an educational or nonprofit setting.
 - Proven track record of successful marketing campaigns and enrollment growth.

- Experience with digital marketing, social media management, and website development.
- **Skills:**
 - Strong understanding of marketing principles, branding, and communications.
 - Excellent written and verbal communication skills.
 - Strong organizational skills with the ability to manage multiple projects simultaneously.
 - Proficiency in marketing software tools, website CMS, and social media platforms.
 - Data-driven mindset with the ability to analyze metrics and adjust strategies accordingly.
 - Knowledge of market research and trend analysis.
 - Manage multiple school sites simultaneously and understand the needs of each individual school and their market.

Personal Attributes:

- Mission Driven Practicing Catholic who reflects the values of Pax Christi Academies
- Creative and strategic thinker with strong problem-solving skills.
- Ability to work independently and as part of a collaborative team.
- Strong interpersonal skills with the ability to build relationships with prospective families, students, and staff.
- High attention to detail and commitment to quality and accuracy.
- Passionate about the mission and values of Pax Christi Academies.
- Data driven and ability to lead a team of individuals including principals and school teams that are engaged in the admissions and enrollment process.

Working Conditions:

- Fast paced, full-time, with occasional evening or weekend work required for events and school functions.
- Travel may be required for recruitment events and school visits.