Marketing & Development Director

The Marketing & Development Director is responsible for designing and implementing strategies and tactics to enhance St. Agnes of Bohemia Catholic School’s enrollment and development efforts. As such, the Director focuses on brand management, external messaging, and a variety of marketing activities centered on student acquisition, retention, fundraising and development. As a proactive and driven leader, the Director promotes St. Agnes of Bohemia and further strengthens its reputation in existing markets as well as establishes a presence in new ones in order to attract mission-appropriate students and donors.

This position reports to the school Principal, and is supported by existing clerical staff, the Vicariate Marketing & Enrollment Manager, and ongoing professional development opportunities.

MARKETING
- Maintain personal relationships with key constituents including existing and potential donors, prospective families, influential community leaders, etc.
- Manage the school’s critical market differentiation components of mission, value proposition and brand identity. Incorporate into an overall marketing strategy.
- Develop and deploy targeted marketing campaigns and communications sequences to positively position and promote the school’s mission to prospective students from day care centers, through real estate agents, at other Christian churches (Catholic and non-Catholic) without a school, and public schools within the community
- Develop and conduct appropriately tailored new enrollment and student retention events including but not limited to local community festivals and parades, block parties, etc.
- Develop metrics evaluating the relevance of the overall strategy and effectiveness of its implementation.

ADMISSIONS – RECRUITMENT/RETENTION
- Develop and monitor statistical reports to enhance recruitment strategies, lead management, forecasting, and operational efficiency.
- Promote good relationships with outside institutions or groups (schools, libraries, civic associations, nursery schools, real estate agencies, etc.) which can be helpful in attracting quality students.
- Develop and manage a Parent and Student Ambassador program to expand the reach and impact of recruiting efforts
- Coordinate and facilitate on and off campus recruiting events (open houses, Catholic Schools Week, etc.)
- Conduct on-campus tours and visit off-campus locations to provide information about the School’s value proposition
- Assist families of students in completing registration paperwork and completing scholarship applications for internal and external scholarships
- Develop and implement a new student and family on-boarding program

COMMUNICATIONS
- Develop an overall communication strategy to consistently support and promote the school’s mission, value proposition and brand identity.
- Develop high quality digital and non-digital strategies communication pieces including: website content, e-mail campaigns, printed pieces, email, advertising, and social media posts designed to engage prospective families and/or donors.
● Create and proactively manage an annual calendar of targeted communications including marketing collateral, web content, email, social media and advertising. Manage annual calendar of targeted advertising and directory listings in key, higher education, regional and national publications to increase awareness of St. Agnes of Bohemia among prospective student and donor populations.
● Develop and provide digital campaign, social media, email, and website analytics measuring the effectiveness of communications.

DEVELOPMENT
● Maintain relationships with key constituents including existing donors & sourcing new donors
● Direct the annual appeals (annual fund / alumni appeal), including mailings and annual fundraising drives, within budget parameters
● Develop and manage a fundraising database and tracking system to analyze, report and acknowledge donors and gifts
● Develop and manage PJPII family fundraising activities (e.g., Monster Cash Raffle, Dinner Dance)
● Major Gifts Program – conducting donor research, soliciting gifts, relationship building
● Grant Management – researching and pursuing external grant opportunities
● Alumni Relations – designing and implementing an alumni relations program

The successful candidate will possess the following skills and qualifications:

● Spanish fluency strongly preferred
● Bachelor’s degree preferred or equivalent experience in sales, marketing and/or development
● Understands and supports the mission and purpose of the Catholic school
● Excellent organizational skills and demonstrated ability to be self-directed and self-motivated
● Superb verbal and written communication skills
● Confidence in pursuing enrollment opportunities, volunteer commitments, and opportunities outside of normal business hours
● Demonstrated ability to work well with others, including staff, families, students, donors, etc.
● Proficiency with applications such as Excel, MSWord, various web-based design platforms (i.e. Canva), and social media etc.