

**St Bernard Catholic School**  
**232 Pearl Street, Enfield, CT. 06082**

Job Posting for Director of Admissions and Advancement

Are you an energetic, well rounded, people person? Does thinking about working with school age children and their parents make you smile?

If so, then St Bernard Catholic School, a Kindergarten – Grade 8 school located in Enfield, CT. is seeking an energetic, out-going individual like you for a new position.

The Director of Admissions and Advancement supports the efforts to increase student enrollment of our school by providing admissions information to prospective students and their parents, creating communication materials, representing the school at local events and raising public awareness of the benefits of a catholic education at St Bernard School.

Our school is seeking to increase our student enrollment and is seeking a full- time employee to devote their efforts to doing so.

Diversity and inclusion have been and will continue to be an integral component of St Bernard's mission. The school seeks candidates who understand, respect and can contribute to the school's catholic mission and values. Please see position description attached.

**Please send letter of interest and resume to Ted Gawlicki – SBS School Board at [Tgawlicki@gmail.com](mailto:Tgawlicki@gmail.com)**

# St Bernard Catholic School

Director of Admissions and Advancement

## **Job Description**

The two major responsibilities of the Director of Admissions and Advancement are:

- Recruiting and increasing a student population consistent with the mission of St Bernard Catholic School and
- Developing goals and a plan to increase fund raising so as to provide additional money to maintain and improve the school's programs and facilities.

## **Qualifications**

The person in this position must be efficient, highly organized and able to maintain professional deportment/appearance at all times. In addition, enthusiasm, drive, initiative, motivational ability and have the willingness to support St. Bernard Catholic School Catholic identity and the school's commitment to the moral and ethical development of its students. The person must be able to communicate the philosophy of the school and effectively in both oral and written form to the community at large. This position necessitates a high degree of autonomy and therefore confidence in that area is important. The ability to work with volunteer committees is very important.

A bachelor's degree and experience in Public Relations or other field related to Communications is desired. Knowledge of computer technology and database management is necessary. A valid driver's license is required.

## **Duties and responsibilities for admissions include but are not limited to the following:**

- Develop, implement and assess a recruitment plan to build prospective student interest.
- Promote the school within the Town of Enfield and area towns to successfully increase the number of prospective students and applying to and enrolling at St. Bernard Catholic School.
- Represent and promote the school at public events. Write/submit press releases to local media
- Execute outreach to and build strong relationships at all sites with recruitment potential: day care centers, nursery schools, community centers, local parishes, children's room the public library, etc.
- Set-up information tables at area parishes/churches after masses/services.
- Plan implement and expand visitation programs at St. Bernard Catholic School, including but not limited to Open House events.
- Organize and publicize a kindergarten/new student informational breakfast/lunch and presentation
- Update admissions material on website
- Coordinating all marketing, advertising and publicity for the school, in consultation with the principal and pastor
- Develop new ways to spread the news about of St. Bernard Catholic School

**Duties and responsibilities for admissions (continued)**

- Maintain a database of potential students, collecting and tracking recruitment information and compiling enrollment statistics.
- Conceive and communicate admissions policies to prospective families
- **Report recruitment progress to school administration weekly**
- **Maintain consistent contact with all prospective families, shepherding them through all admission process via school visits, e-mail, direct mail and telephone calls.**
- **Coordinate the screening of new applicants.**
- Finalize all relevant information/paperwork for admissions. Consult nurse and Principal prior to acceptance of all applicants

**Duties and responsibilities for fundraising include but are not limited to the following:**

- Develop goals and a plan to increase fund raising
- Identify and explore donor pools
- Plan and manage marketing efforts such as direct mail campaigns
- Work collaboratively to enhance fundraising efforts
- Develop alliances with other organizations
- Plan fundraising events
- Research and write grant proposals that promote the mission of the school

**Salary/Benefits**

Up to \$40,000 plus tuition waiver for children depending upon experience. Benefits are provided via participation in group programs available through the school.

**Daily Hours/Vacation**

This position is a full-time position requiring five full days of work per week. The daily hours will be determined by the Principal and Board of Education. Vacation days are granted as agreed by the Principal and in keeping with the policies of the school and St. Bernard Parish.