

Assistant Director of Admissions

1. **Position Title:** Assistant Director of Admissions

2. **Position Summary**

The Assistant Director of Admissions prospects, identifies, cultivates, stewards and then delivers qualified candidates for admission to McQuaid Jesuit. In short, his or her primary focus is student recruiting. He or she analyzes demographics, develops relationships, executes programs, communicates news, collaborates with colleagues, etc., in support of his or her recruiting efforts. He or she also collaborates with the internal admissions team in developing, planning and executing an overall admissions effort that increases inquiries, guides applications, and secures registrations.

3. **Essential Functions or Key Responsibilities**

Marketing and Communications

- identifies distinct demographic areas within the greater Rochester metropolitan area, and develops goals and strategies to attract inquiries from within those areas that lead to student admissions
- collaborates with the Director of Communications and Alumni Relations in developing and executing a marketing plan that supports his or her goals for each area, which includes social media, website, electronic and print media, etc.
- collaborates with the Director of Communications and Alumni Relations to disseminate information in support of the marketing plan, which includes honor rolls, team accomplishments, college acceptances, academic honors, school successes, etc.
- collaborates with the Director of Communications and Alumni Relations in designing and developing marketing tools for the admissions' effort, which include the view book and other related materials
- manages the admissions' website

Data Analysis

- maintains current demographic data about each area
- analyzes trends in this data
- applies data analysis in support of the admissions recruiting effort

Relationship Building

- maintains informal and formal contact with local Catholic school principals in each area to ensure strong relationships that lead to identifying qualified candidates. Nativity Prep

and Siena should be addressed as “schools of special interest” for high school admission candidates.

- creates and maintains relationships with public school administrators, urban based community organizations (Boys & Girls Club, Cameron Community Place, etc.), and other religious communities and faith-based organizations such as the Islamic Center and Hillel Day School.
- develops, cultivates and maintains relationships with various organizational “gatekeepers” at other target organizations, including teachers, high school placement counselors, parent coordinators, principals and academic administrators, executive directors, coaches, pastors, ministers, etc.

Team Building

- works closely with the Parent Association's "Admissions Committee” chairperson to develop a team of parents who offer support for current or future marketing plans and recruiting events
- develops an active cohort of student “Admissions Ambassadors” and coordinates their activities throughout the academic year
- recruits, develops and leads internal communications’ team

Strategic Programs and Events

- coordinates, schedules and facilitates student visits to local Catholic Schools to introduce them to the opportunity of attending McQuaid Jesuit.
- coordinates fall and spring Open Houses by working collaboratively with the Director of Admissions, parents and staff
- collaborates with respective parties to plan, promote and execute other recruiting events and initiatives such as the financial aid information nights, bring-a-friend program, athletic events, home receptions, etc.
- plans and executes the Higher Achievement Program (HAP)
- serves as a liaison to those who sponsor non-admissions events but which support the overall admissions effort. These include summer programs, athletic camps and tournaments, robotics events, etc.
- coordinates rental of the Athletic Facilities to individuals or organizations that fit the “admissions profile,” and ensures the “admissions message” is included at each event
- works with the Athletic Director to create events that expose the athletic facility and program to individuals or organizations that fit the “admissions profile,” and ensures the “admissions message” is included at each event
- works with the Dean of Students to create events that expose the many co-curricular opportunities offered at McQuaid Jesuit

- collaborates in leading the Board of Trustees Marketing Committee and Enrollment Management Committee
- coordinates the Admissions Ambassador and Parent Association team meetings and assignments

Office Support

- actively participates in the Knight-for-a-Day program by greeting parents and potential students, taking their photos and sending them a follow up email with their photo attached
- participates in and supports monthly Entrance Exams
- meets regularly with the Director of Admissions

Miscellaneous

- Participates in JSN, UNE Province, diocesan, NYSAIS and other professional development opportunities
- Participates in external events, representing the school, as needed
- Actively participates in extracurricular activities (coaching, club monitor, etc.)

5. **Additional Responsibilities**

Accomplish all tasks as appropriately assigned or requested.

6. **Supervisory Responsibility**

This position does not require supervision of other personnel.

7. **Competencies/ Skills**

- BA required; MA or MBA preferred
- Prefer 5+ years of successful professional experience in related fields
- McQuaid Jesuit alumnus preferred, Jesuit educational experience acceptable.
- Passion for sustainability principles, policies and taking an active role in creating sustainable systems that are both economically advantageous, as well as helping to make our world better for the future.
- Flexibility to travel when necessary and work varied hours occasionally
- Strong communication, organizational and customer service skills
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, and Outlook)
- Nature of job environment requires current immunizations: Hepatitis A, Hepatitis B, Tetanus and Diphtheria

8. Physical Demands

- The employee will be required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop; kneel; crouch; talk and hear.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus

9. Work Environment

Inside office environment 50%, with outside office environment approximately 50%.

10. Position Type and Expected Hours of Work

FT

11. Job Status

Salaried

12. Reports To: Director of Admissions

13. Revision Date: 4/21/17