

The Atonement Catholic Academy Overview

The Atonement Catholic Academy is a Catholic day school that offers a classical education to learning in an academic and spiritual environment to approximately 360 students in early childhood through 12th grade. We have one section of most grade levels. PK3-2 with class sizes that average from 16-18 per class; 3-12 average 20-25 per class.

POSITION

The Atonement Catholic Academy is seeking a Director of Admissions to support enrollment management activities for PreK3 through 12th grade. The position will be responsible for directing recruitment, retention (re-enrollment), marketing, enrollment research, candidate analysis, and admissions events for domestic and international students.

JOB OVERVIEW

To plan, develop, communicate and implement enrollment-building and retention activities, marketing efforts, and related events. The ideal candidate is a positive and motivated individual with a strong knowledge of customer service, proficiency with student information systems (preferably FACTS SIS), a talent for verbal and written communications, and attention to detail. The candidate will lead communication, marketing, and enrollment-building initiatives that promote the school's vision and strategic initiatives with the primary objective of clarifying and communicating the culture and mission of The Atonement Catholic Academy. This position is responsible for developing and implementing a long-term marketing vision that promotes its unique position in the marketplace and community. The Director of Admissions' responsibilities include oversight of planning, developing, and implementing all enrollment building, retention, and marketing strategies in collaboration with the leadership of the School.

REPORTING

The Director of Admissions serves on the senior leadership team and reports directly to the Principal.

MANAGEMENT

The Director of Admissions manages and collaborates with recruiting, admissions and marketing personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- The Director of Admissions is responsible for establishing student matriculation goals through development of a robust lead/inquiry source flow, inquiry conversion to admissions, and admissions to new student matriculation
- Coordinates the admissions process, from a family's initial contact with Atonement to creating a welcoming environment for incoming students
- Cultivates and maintains meaningful relationships with members of the school and San Antonio communities
- Collaborates with the Senior Leadership Team to establish forecasts to ensure planned new student targets are met and a fluid five-year strategic plan is developed
- Coordinates student, parent, and alumni volunteers for admissions activities such as open houses, student ambassadors, and parent ambassadors
- Chairs the Admissions Committee
- Oversees International Admissions
- Coordinates marketing activities such as advertising campaigns, direct mail programs, video production, follow-up surveys, and demographic analysis
- Manages Website is updates
- Builds a relationship with other Catholic schools in San Antonio
- Maintains budget for admissions and marketing
- Visit Private Schools in San Antonio and meet other Admission Directors
- Participates in Professional Development
- Discretion in handling confidential information is required
- Some weekend and evening work is necessary
- Other duties as assigned

Qualifications

- Bachelor's degree or higher in a related field
- 3+ years of experience in admissions, marketing and/or communications; independent schools or nonprofit organizations preferred
- Exceptional written and oral communication skills
- Strong prioritization and multitasking abilities
- Actions and values that align with the school's mission and culture
- Superior interpersonal skills and ability to work extremely well as part of a team
- Promotes the use of multiple methods in solving problems, identifying more efficient strategies, and generalizing principles to a broad variety of applications
- Demonstrates high ethical professional standards and strong interpersonal skills, including discretion, judgment, honesty, and integrity
- Proficient in Microsoft Office
- Ability to pass a background check
- Bilingual Preferred

To Apply

To apply for an open position, please email a cover letter, resume, transcripts and any additional supporting documentation to **Atonement Jobs**

jobs@ourladyoftheatonement.org

The Atonement Catholic Academy provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.