

## **Job Description –Associate Director of Advancement**

### **St. Joe’s Regional Junior H.S. & Trinity High School**

#### Basic Function:

Reporting to the Director of Institutional Advancement, the Advancement Associate Director will have a primary objective to communicate the compelling story of both Trinity High School and St. Joe’s Regional Junior High School. To promote current and future events of both schools via social media, email, phone, and In-person visits to partner schools. The Advancement Associate will assist in the planning and preparation of fundraising events. This function will work with families to explain the mission of the schools, schedule meetings, provide tours and work directly with families throughout the entire application process.

The role will also require fundraising events to obtain our team goals and initiatives, which may occur during the evening and/or weekend. This individual should be highly motivated in achieving annual goals in both enrollment and fundraising. The Institutional Advancement Associate will build relationships with our school feeder programs and provide presentations to future families of St. Joe’s Regional H.S. and Trinity H.S. This role will be our school’s representative in promoting the vision and mission by visiting parishes, schools, and programs.

#### Major Responsibilities:

The Advancement Associate will be expected to:

- Rapidly acclimate to the school; thoroughly know the history, culture, traditions and constituencies of the school; and know all marketing and admission activities of the school.
- Develop marketing and communications strategies and plans that advance the school and drive increased engagement with prospective and current constituencies.
- Oversee the application and enrollment process for incoming freshmen and transfer students.
- Ensure brand and messaging quality and consistency in online and print presence.
- Design strategies and implement concrete plans to increase student applications and maintain prospective student and family interest.
- Be present in our community, building relationships with partners, alumni, parishes, and schools.
- Assure a successful experience for all families during our onboarding process.
- Plan for and deploy digital activities: website, online campaigns, email marketing, social media and digital content production.
- Work directly with the Director of Institutional Advancement with our admissions and fundraising team initiatives.
- Engage actively in professional development in order to remain current in best practices related to school communications, emerging social media, and effective marketing and enrollment strategies.

### Ideal Experience:

The Institutional Advancement Associate will have the following types of experience and qualifications:

- A BA/BS degree from an accredited college or university in a field related to marketing, business, or a communications-related field or commensurate work experience.
- 1-3 years of experience in marketing, communications, recruitment or admissions, preferable in a school or other non-profit organization.
- Outstanding speaking, interpersonal, writing and editing skills.
- Proficient with using social media to actively engage the community.

### Personal Characteristics

The successful candidate should be:

- A mission-driven individual with a belief in and commitment to Catholic education and the Catholic Church.
- A good listener and communicator; comfortable receiving input from many sources, and able to analyze and formulate marketing and enrollment strategies with varying deadlines.
- Creative and resourceful.
- A team builder – confident and competent, with strong skills in time management and organization.
- A hard worker with a high energy level; a “doer” with a willingness to work hands-on in developing and executing a variety of recruitment and marketing activities.
- A team player who is energetic, competitive, and passionate.
- A great relationship-builder with a “sales-mindset”.