



Holy Trinity Catholic School Director of Advancement, Enrollment and Marketing Job Description

OUR MISSION STATEMENT:

To form a Christ-centered Catholic community where faith and learning are lived and celebrated daily through Gospel values and academic excellence.

OUR PHILOSOPHY:

Holy Trinity School provides a Catholic, Christian environment in which staff and students model faith and love in their daily interactions. A lifelong foundation for successful learning is built upon spiritual growth and academic excellence. By providing differentiated instruction students will acquire the skills to reach their full potential.

We believe the students will develop an awareness and understanding of their place in the global community through stewardship, service projects, and an acceptance of individual differences. Our atmosphere reflects the importance of the church, family, and school working together to provide the basis for a well-rounded education.

Primary Function: The Director of Advancement, Enrollment and Marketing leads the strategic efforts to recruit, enroll, and retain students while strengthening the visibility and long-term sustainability of Holy Trinity Catholic School. This individual serves as a primary ambassador for the school, building relationships with prospective families, alumni, parish members, and community partners.

This position oversees admissions, marketing and communications, and advancement initiatives including fundraising, alumni engagement, and donor relations. The Director is a member of the Leadership Team and reports directly to the Administrator.

Responsibilities:

Enrollment & Admissions

- Develop and manage a comprehensive enrollment strategy with both short- and long-term goals.
- Track and maintain enrollment projections and admissions data.
- Oversee the full admissions process including
 - Family inquiries
 - School tours
 - Open houses
 - Application management
 - Records requests
 - Admissions decisions and communications
 - Orientation and onboarding of new families
- Coordinate and manage the Variable Tuition application process.
- Cultivate relationships with prospective families and guide them through the admissions process.
- Provide a welcoming and informative first point of contact for prospective families.
- Coordinate recruitment initiatives within the parish and broader community.

Marketing & Communications

- Serve as chief brand ambassador for Holy Trinity Catholic School.

- Develop and implement marketing strategies that promote the mission and strengths of the school.
- Ensure consistent and high-quality branding across all materials and communications.
- Oversee the creation and distribution of marketing materials including print, digital, and social media.
- Maintain and update school social media platforms and website content.
- Coordinate public relations efforts and events that promote the school within the parish and community.
- Ensure all communications reflect the academic excellence, Catholic identity, and community life of Holy Trinity Catholic School.

Advancement & Development

- Coordinate the school's Annual Fund campaign.
- Cultivate relationships with donors, benefactors, and supporters of the school.
- Maintain records of donations and oversee donor acknowledgments and tax documentation.
- Assist with management and stewardship of endowments.
- Seek, research, and write grants to support school initiatives.
- Maintain an alumni database and strengthen alumni engagement by:
 - Producing alumni communications
 - Highlighting alumni accomplishments
 - Coordinating alumni outreach and events
- Encourage investment in the mission and future of the school through fundraising and community partnerships.

Professional Qualifications

- Bachelor's degree in business and/or marketing preferred or at minimum,
- Experience in admissions, marketing, advancement, or development.
- Familiarity with Catholic or independent school environments strongly preferred.
- Strong organizational, communication, and interpersonal skills.
- Ability to build relationships and represent the school with enthusiasm and professionalism.
- Experience with digital communications, social media management, and marketing platforms.
- Proficiency with Google Workspace, Microsoft Office, and database management systems.

Working Conditions

This position may be structured as **part-time or full-time**. Some evening or weekend work may be required for school events, open houses, or community outreach.

Performance Evaluation

The Director of Advancement, Enrollment and Marketing is hired and evaluated by the administrator.