



## Position Description

**Position Title:** Director of Admissions  
**Reports to:** President  
**Direct Reports:** Admissions Assistant  
**Provides work direction to:** Admissions Assistant

**Receives work direction from:** President  
**FLSA:** Non-Exempt  
**Date:** July 1, 2025 or sooner

**Schedule:** 12 months, Full Time.

*12 months, Full Time. The nature of the work and the school's schedule of activities requires scheduling flexibility, and the Director of Admissions will work with the President to arrange a schedule that meets the needs of both Rochester Catholic Schools and the individual*

**Benefit Eligible:** Yes

**PURPOSE OF THE POSITION:** The Director of Admissions is responsible for The Director of Admissions coordinates, facilitates and provides strategic leadership in Rochester Catholic Schools' initiatives in the areas of recruitment, student and family on-boarding and retention initiatives. In collaboration with the Marketing and Communications Manager, he/she oversees the institutional integrity of all publications, related marketing materials, press releases, branding, etc. of the school to prospective families.

The Director of Admissions reports directly to the President. The Director will work closely with shared services including marketing, communications and alumni relations.

This full-time position requires excellent communication skills and a strong customer service ethic to effectively promote Rochester Catholic Schools, enhance enrollment goals and foster student retention from preschool through grade 12.

**WORKING IN THE CATHOLIC CHURCH (\*):** Employment in and by the Church is substantially different from secular employment. Church employees must conduct themselves in a manner that is consistent with and supportive of the mission and purpose of the Church. Their public behavior must not violate the faith, morals or laws of the Church or the Diocese, such that it can embarrass the Church or give rise to scandal. It is expected that all employees respect Catholic doctrine and religious practices. It is preferred that this employee be an active, participating Catholic.

**1) GENERAL RESPONSIBILITIES (\*):**

- Understand and communicate Rochester Catholic Schools' mission and offerings to interested families
- Provide information about Rochester Catholic Schools' programs and activities to all appropriate individuals and institutions
- Achieve proficiency with enrollment software and maintain an effective database of prospective students
- Maintain orderly records on status of applications, deadlines, follow up schedule, communications and event plans
- Organize and lead student/parent tours
- Build successful relationships with alumni families, local parishes, educational consultants, and community organizations.
- Maintain ongoing contact with principals and teachers regarding admission-related events.
- Collaborate with Rochester Catholic Schools' Leadership committees to analyze enrollment data and identify target audiences with the purpose of retaining current families and students

**2) ESSENTIAL RESPONSIBILITIES (\*):**

- Manage all Admissions and Retention efforts for Rochester Catholic Schools
- Develop and implement an enrollment management plan to enhance student recruitment and retention
- Utilize data analytics to identify enrollment trends and inform strategic decisions regarding enrollment goals.
- Maintain the enrollment management database and programs for tracking prospective students.
- Develop innovative strategies to meet or exceed enrollment goals for the entire school system
- Drive and execute strategies to manage the enrollment journey from inquiry to student retention.
- Organize and manage admissions initiatives and events throughout the year.
- Prepare the admissions budget and operate within budgetary guidelines.

- Collaborate with the President and Director of Operations & Human Resources to inform the financial aid allocation process.

### **3) OTHER RESPONSIBILITIES:**

- Comply with policies and procedures as outlined in the Personnel Policy Handbook. Assist and support the administration in implementing policies and rules governing employment law practices, conduct and behavior.
- Meet all Safe Environment requirements.
- Attend required workshops offered by the Diocese as requested.
- Maintain active membership in appropriate professional associations.

The responsibilities listed are representative of the position and are not all-inclusive. Those noted with an “\*” are essential functions of the job. More detailed listings of the duties and tasks are outlined in supplemental documents. These supplemental documents would include, but not limited to, policy handbooks, codes of conduct, posted procedures, etc.

While the list above highlights the primary responsibilities of the position, it is understood that the list is not all-inclusive and that the employee may, on occasion, be assigned additional tasks or asked to assist on projects that are not specifically identified in this position description. The effort required for such additional tasks will be consistent with the mental and physical demands of this position.

### **QUALIFICATIONS:**

- Bachelor's degree in a related field.
- Experience in a comparable educational, sales, or non-profit environment.
- Excellent verbal and written communication skills.
- Experience with project management and public speaking.
- Strong customer service ethic and exceptional judgment.
- Results-oriented with the ability to prioritize work in a dynamic environment.
- Detail-oriented with strong attention to follow-through.
- Experience with Customer Relations Management (CRM) software.

### **Mental Requirements:**

- Ability to plan, organize, and meet deadlines
- Superior organizational skills and attention to detail
- Excellent interpersonal and communication skills, ability to work well with multiple stakeholders. (i.e.: employees, vendors and parents)
- Clear understanding of the English language. Speak and write effectively
- Self-motivated and work productively without supervision.
- Utilize intuitive problem defining skills and the knowledge of problem-solving resources, programs and actions.

- Deal with difficult situations in a calm, dignified and respectful manner
- Honest, trustworthy and confidential in all areas.
- Exhibit patience, understanding and calmness in chaotic situations
- Ability to foster and maintain appropriate boundaries with fellow employees, volunteers, parishioners, visitors and vendors and to conduct oneself in a friendly, cooperative, courteous and professional manner
- Ability and openness to work in constructive collaboration with other team members
- Exhibit promptness and dependability

**Physical Requirements:**

- Ability to travel to various campus locations. Move throughout the campuses and buildings, including walking up and down stairs
- Occasional lifting and carrying items of up to 25 lbs.
- Frequent sitting at a desk using computer, keyboard and mouse
- Able to walk, stand, sit, kneel or bend as needed.
- Work long hours when the position demands.
- Participate in occasional evening and/or weekend responsibilities.

**EMPLOYEE:** I have reviewed this position description and understand what is expected of me. I also understand that this position description may change as the needs of the school's change.

Employee's signature \_\_\_\_\_ Date: \_\_\_\_\_

**SUPERVISOR:** I have reviewed this position description and agree that it is an accurate representation of the responsibilities expected to be performed in this job.

Supervisor's signature \_\_\_\_\_ Date: \_\_\_\_\_

## **Requirements**

- Bachelor's degree in a related field.
- Experience in a comparable educational, sales, or non-profit environment.
- Excellent verbal and written communication skills.
- Experience with project management and public speaking.
- Strong customer service ethic and exceptional judgment.
- Results-oriented with the ability to prioritize work in a dynamic environment.
- Detail-oriented with strong attention to follow-through.
- Experience with Customer Relations Management (CRM) software.

## **Nice-to-haves**

- Knowledge of Catholic community and traditions.
- Familiarity with Microsoft Office suite.
- Proficiency in Google Workspace applications, especially Google Sheets.