



Job Title: Admissions and Marketing Coordinator

Job Type: Full- time

Education Requirements: Bachelor's degree required, Master's degree preferred or Associates degree in Marketing, Mass Communications or related field or comparable experience.

Preferred Experience: Minimum of 3 years of experience in a leadership role in Catholic or Independent school admissions, marketing or development.

Job Description:

The Admissions and Marketing Coordinator for the Catholic Schools of Broome County will be responsible for outreach to local parishes, faith formation groups and homeschooling families, as well as managing the admissions process from initial point of contact to acceptance. In addition the coordinator will be responsible for collaborating with the Director of Advancement and the CSBC President on professional marketing efforts, development of promotional materials, the school website, parish bulletins, email distribution and social media.

Key Responsibilities:

- Outreach to local parishes/ faith formation groups, homeschooling families, local businesses, as well as identify new opportunities for partnerships and collaborations that will contribute to the school's growth and success
- Represent the Catholic Schools of Broome County at community events and networking opportunities to build and maintain strong relationships with key stakeholders and potential partners
- Implement and maintain effective retention strategies to ensure current families continue to choose the Catholic Schools of Broome County for their educational needs.
- Develop and implement programs and initiatives to foster a sense of community and connection among current families and students, and encourage ongoing engagement and support
- Facilitation and follow-up of key communications with prospective families
- Recruitment and Training of parent and student ambassadors
- Development and rollout of social media postings related to admissions
- Collaboration with the Director of Advancement and CSBC President on professional marketing efforts
- Development and implementation of admission promotional materials and marketing communication plans
- Creation of print, video, and web materials for recruitment and enrollment
- Guiding prospective families through the admissions process and maintaining ongoing communication
- Visiting Catholic elementary schools and other feeder schools to attract and enroll students
- Giving presentations to prospective students and parents in individual and group settings
- Advertising need-based tuition assistance aid opportunities
- Exit interviews with students leaving the Catholic Schools of Broome County system
- Develop, execute and evaluate market research projects to understand and assess target audience, competition and market trends

- Manage and maintain the school's online presence and digital marketing efforts through website updates, email campaigns, social media and other digital platforms
- Work closely with the Director of Advancement and CSBC President to create and implement an integrated marketing plan and budget that supports CSBC's enrollment and aligns with the overall system strategies
- Provide regular reports and analysis of the effectiveness of marketing campaigns and initiatives, and adjust as needed to achieve desired outcomes

Qualifications:

- Catholic/ Private school admissions and/or marketing background desired
- Strong organizational skills
- Highly proficient communicator and networker builder
- Creative eye for attractive and professional marketing
- Competency in effective utilization of social media
- Goal-oriented with a strong desire to grow the student body at CSBC
- Committed team player with strong attention to detail

If you are interested in joining the team at Catholic Schools of Broome County, please submit your resume, cover letter, and three professional references: jfox@syrdiocese.org.