



St. Helen Catholic School
Director of Enrollment and Communications

Essential Job Duties/Responsibilities of the Director of Enrollment and Advancement:

Enrollment Strategy & Admissions

- Collaborate with the Principal to develop and implement annual enrollment goals and strategies.
- Create, revise, and implement enrollment plan and communication plan for accreditation.
- Ensure all recruitment, admissions, and retention efforts align with the Catholic mission of the school.
- Guide prospective families through the admissions process and maintain regular communication with them.
- Plan and execute enrollment initiatives, including campus visits, admissions events, follow-up, and student retention programs.
- Utilize FACTS enrollment system to create online enrollment packets and streamline the enrollment process for families.
- Track and report key enrollment data (e.g., projections, attrition) monthly and annually to the Principal and Business Office.
- Stay informed on best practices and trends in Catholic education and enrollment management
- Participates as a member of the Enrollment/Advancement/Communications SAC committee

Marketing & Communications

- Create, manage, and distribute marketing and enrollment materials in both print and digital formats. – Design and display enrollment flyers and signage, obtaining permits as needed
- Develop and implement a public relations and communication plan that engages key audiences, including:
 - Parish staff and members
 - School Families (current, former, and prospective)
 - Alumni
 - Local business leaders
 - Media and community members

Digital Media & Communication

Social Media:

- Create and post engaging, relevant content daily across school social media platforms
- Stay informed about daily campus activities to capture photos and gather content
- Promote school events, student achievements, and classroom highlights to showcase the school community via social media
- Monitor post performance and track engagement metrics to evaluate effectiveness
- Identify and implement strategies to increase reach, visibility, and follower interaction
- Collaborate with staff to gather stories, photos, and updates that reflect the mission and spirit of the school
- Maintain a consistent voice and identity that aligns with the school's branding and values

Acts as liaison between school and Home and School Association (HSA):

- Works closely with HSA board to ensure HSA communications are clear, aligned with our mission and distributed in a timely manner
 - Sends school wide emails for HSA related information as needed
 - Assist with graphic design as needed and ensure school branding consistency
- Graphic Design: Creates graphic designs and flyers as needed to support communications and events
- School Website: collaborate with IT coordinator to ensure content is up to date
- Assist with Parent Alerts through FACTS as needed