



Date Posted: 1/26/18

Title of OPEN Position: Director of Admissions and Marketing

Type of Employment: Full time

Salary: Commensurate upon experience/education

Employer Name: St. Benedict School

Employer Contact Name and Title: Laurie Wojtaszczyk, Principal

Employer Address: 3980 Main Street Amherst, NY 14226

Employer Website: www.stbenschool.org

Job Description: The Director of Admissions & Marketing for St. Benedict School is a 12 month position that reports directly to the school principal. The Director is responsible for the recruitment and retention of students and for the overall marketing of the school through media (print and social), school events and fundraising activities related to the promotion of the school's brand. The Director in collaboration with the principal and the Board of Education develops and follows and annually updates the Marketing plan which is included in the school's Strategic Planning process.

DUTIES RELATED TO ADMISSIONS

- Is the first contact person for all perspective parents and students
- Prepares and updates all registration materials
- Maintains all student transfer materials and insures all necessary documents are available for the principal's review
- Establishes and maintains with the school principal a schedule for school building tours.
- Maintains and provides enrollment data to the principal
- Prepares and conducts annual parent surveys
- Provides leadership, coordinates, and markets all school Open Houses

DUTIES RELATED TO MARKETING

- Develops, maintains, conducts and updates the school’s marketing plan annually and throughout the year
- Places marketing ads and controls social media sites (Facebook, Twitter, etc.)
- Monitors and updates all aspects of the school’s website
- Takes pictures of school activities to be used in publications and marketing literature
- Creates a monthly school newsletter in collaboration with the school’s faculty and administration
- Provides leadership and direction for all school fundraising activities including Open Houses, Dare-to-Dream, Taste of St. Ben, Alumni dinner, Meat Raffles and other events as needed
- Manages a marketing budget
- Collaborates and supports with the school President, alumni marketing and activities

Other duties may be assigned as needed.

Degree Requirements: The Director will hold a Baccalaureate degree in marketing, education, business or a related field of study.

Qualifications/Skills: Candidates should be proficient in multi-media technology and have excellent interpersonal and writing skills. A positive attitude and personal energy are a must. This is a “hands-on” position that requires at times physical activity such as setting up and taking down chairs, tables, placing signs(inside and out), moving materials, working with parents and volunteers etc.

Other skills/requirements:

- The ability to lift 40 pounds is required
- A valid driver’s license and personal transportation is also required.

EOE

How to Apply:

By MAIL: Laurie Wojtaszczyk
St. Benedict School
3980 Main Street
Amherst, NY 14226.

E-Mail: lwojtaszczyk@saintbenedicts.com

Fax Number: 716-834-4932

Please include: Résumé, [employment application](#) and [teacher application supplement](#) (if applicable) NO LATER THAN 03/26/18