



Date Posted: June 1, 2022

Send resume to: Name: MaryAlice Bagwell  
Address: 3980 Main St.  
Amherst, NY 14226  
Email: [mabagwell@saintbenedicts.com](mailto:mabagwell@saintbenedicts.com)

Type of Employment: Summer:  Part-Time  If part-time, # of hours per week Full-Time:

Job Title of Open Position: Director of Admissions and Marketing

Salary: Commensurate with experience Salary will be:  hourly  other

Employer: St. Benedict School Department \_\_\_\_\_

Location Address: 3980 Main St, Amherst, NY 14226

Employer website: www.stbenschool.org

### **Brief 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.

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.

### **Essential Duties & Responsibilities**

#### **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 for 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, Instagram, 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 calendar-in-collaboration with the school's faculty and administration
- Provides leadership and direction for all school fundraising activities including Open Houses, Dare-to-Dream, Meat Raffles and other events as needed
- Manages a marketing budget and advertisements
- Collaborates and supports with the school President, alumni marketing, and activities
- Other duties may be assigned as needed.

**Qualifications: Required Education/Experience**

- The Director will hold a Baccalaureate degree in marketing, education, business or a related field of study. Candidates should be proficient in multi-media technology and have excellent interpersonal and writing skills. A positive attitude and personal energy are a must.

**Desired Skills**

- The ability to lift 40 pounds is required A valid driver's license and personal transportation is also required.
- Knowledge of Canva and Wordpress, beneficial

E.O.E.

How to Apply: By Mail  E-Mail  Fax  as above, no later than **06/24/22**