

Director of Enrollment

Reports To: President

FLSA Status: Exempt / Full-Time

Location: Purcell Marian High School

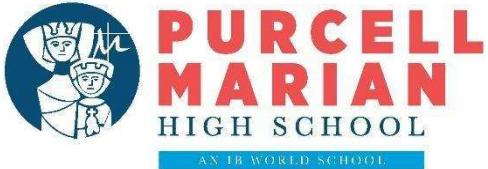
Job Overview

The Director of Enrollment is a mission-driven, strategic leader responsible for developing and executing a comprehensive enrollment management plan that reflects Purcell Marian High School's Catholic identity and vision. This includes oversight of student recruitment, admissions operations, enrollment forecasting, demographic growth, retention strategy and promoting the school with the feeder schools and prospective families. The Director leads the admissions team, drives data-informed decision-making, and serves as the primary liaison to both the internal leadership team and the Marketing/Enrollment Committee of the Board of Trustees.

Key Responsibilities

Strategic Leadership

- Develop and execute a multi-year enrollment growth strategy aligned with institutional priorities, including reaching annual enrollment target set in conversation with president and leadership team.
- Set and monitor enrollment KPIs: inquiry-to-application conversion, application yield, demographic balance, and retention.
- Analyze local and regional demographic trends, feeder school performance, and retention data to inform recruitment and marketing tactics.
- Serve as liaison to the **Marketing/Enrollment Committee of the Board**, providing regular updates, data dashboards, and strategic recommendations to support governance and decision-making.
- Collaborate with the school leadership team and Board to align enrollment with financial sustainability, scholarship deployment, and mission impact.



Team Management

- Directly supervise the Admissions & Enrollment Officer and the Hispanic Family Outreach Coordinator.
- Build a strong, mission-aligned enrollment team culture through weekly check-ins, performance feedback, and professional development.
- Ensure all staff are proficient in using CRM, SIS, and automated marketing tools. to manage outreach and application workflows.

Admissions Pipeline Management

- Oversee the full admissions process: inquiry, family engagement, shadow visits, application, review, acceptance, and onboarding.
- Lead admissions review processes and coordinate communication of decisions based on criteria set by the leadership team.
- Work with CS3 (student support) and the Business Office to ensure a smooth, equitable enrollment process for students with IEPs or scholarship funding (EdChoice, Jon Peterson, etc.).
- Coordinate with other personnel to ensure quality data management practices are developed and implemented.

Community Engagement & Outreach

- Cultivate and maintain relationships with key feeder schools, Catholic parishes, and community organizations, especially those serving African American and Hispanic families.
- Represent Purcell Marian at Archdiocesan events, regional recruitment fairs, and community outreach efforts.
- Partner with the Hispanic Family Outreach Coordinator to ensure effective and culturally responsive communication with Spanish-speaking families.

Communications & Marketing Collaboration



- Partner with the Director of Marketing & Communications to plan and execute data-driven, mission-aligned campaigns that drive enrollment.
- Contribute to the creation of print, digital, and social media content that communicates Purcell Marian's distinct Catholic identity and college-preparatory mission.
- Ensure alignment between marketing initiatives and the enrollment pipeline (timing, messaging, and segmentation).

Data & Systems Oversight

- Manage and maintain accurate data in CRM and SIS related to student inquiries, applications, conversion, and yield.
- Generate and present monthly enrollment reports to the President and periodically to the Board committee, highlighting key trends and strategic effectiveness.
- Leverage software for email campaigns and segmentation tied to family behavior and demographic targeting.

Qualifications

- Bachelor's degree or equivalent experience required; Master's degree preferred (Education, Business, Marketing, or related field)
- Minimum 5 years of experience in school admissions/enrollment leadership, ideally in a Catholic or independent school setting
- Experience managing a team and leading cross-functional initiatives
- Strong analytical and data interpretation skills; comfort presenting to leadership and trustees
- Proficiency with CRM tools, SIS platforms (FACTS), and email marketing platforms (Mailchimp)
- Warm outgoing personality and strong organizational skills
- Bilingual (Spanish/English) a plus, but not required