Holy Family Cristo Rey

Job Description: Director, Student Recruitment & Community Engagement

Updated September 2020

Our Mission

Holy Family Cristo Rey Catholic High School in Birmingham, Alabama combines academic rigor and a corporate work-study program to empower students from economically challenged families to graduate high school prepared to persist in college and flourish in life.

Established in 2007, Holy Family Cristo Rey Catholic High School is a member of the Cristo Rey Network, a national association of high schools that provide a quality, Catholic, college preparatory education to urban young people who live in communities with limited educational options.

The Position

The Director of Student Recruitment & Community Engagement manages the complete enrollment process for new students. Reporting to the Principal, the Director is a member of the school leadership team and collaborates with the Director of the Corporate Work Study Program.

The Director is responsible for

(1) Recruiting qualified students to apply to the school

(2) Directing the Admissions Process from point of inquiry to enrollment

(3) Supervising staff and volunteers related to Partnerships and other programs.

(4) Managing the Alumni Success Initiatives

(5) Managing the Office of Admissions

(6) Ad hoc projects assigned by the President.

Leadership

* Designs and implements a comprehensive strategic plan of admissions of new students to the school
* Accomplish the school’s enrollment goals and objectives
* Designs, establishes, and maintains a departmental operating structure that effectively accomplishes the school’s goals and objectives
* Evaluates continually and redesigns where appropriate all aspects of the admissions program with the goal of maintain a capacity enrollment of qualified and mission-consistent students and a wait-list of qualified applicants
* Represents the school at conferences related to admissions and to the local community
* Manages the Alumni Success Initiatives including Gradforce and CareerSpring initiatives
* Manages the parent coordinator and communications
* Manages volunteer programs including the Champions program
* Coordinates the family-facing communications for the Child Nutrition Program
* Coordinates the Student Ambassadors
* Manages academic partnerships with external agencies

Recruitment:

* Develops and oversees admissions appropriate admissions marketing materials, ads, mailings, web pages, and publications that promote the school to prospective students
* Establishes and maintains positive working relationships with Catholic feeder schools, local public and charter middle schools, churches, and other organizations that can be helpful in attracting quality students
* Proactively visits feeder schools
* Works with organizations, attends events and school fairs
* Presents the school to parents and students during visits to neighborhood associations, middle schools, churches, and organizations, or through media placements
* Initiates and oversees activities, such as Open Houses and Shadow Days, intended to interest parents and potential supporters in enrolling students to the school

Admissions Process:

* Develops, continuously evaluates, and revises the student application and relevant processes
* Organizes and coordinates student interviews, including training faculty and staff who will assist with conducting interviews
* Chairs meetings of the Admissions Committee
* Organizes and administers income verification and the program for financial aid.
* Communicates with students and parents throughout the admissions process
* Ensures that the Finance office is provided with timely and necessary enrollment information on new students for proper billing of student families and SGO engagement.

Enrollment and Re-enrollment

* Coordinates teambuilding and welcome activities for accepted students
* Organizes student registration meetings
* Coordinates communication with families prior to starting school
* Manages the re-enrollment of current students for the succeeding year with constant monitoring of attrition and retention
* Manages relations with scholarship granting organizations and the school community including parents and the finance office
* Reportes predictive information about potential revenue issues to Finance office

Qualifications and Experience

* Bachelor’s degree with experience directly related to the duties and responsibilities specified.
* Exceptionally organized, able to create strong systems and process with limited support
* Experience and comfort with setting aggressive, quantitative goals and reporting regularly on progress.
* Commitment to the Mission and Values of Cristo Rey
* A flexible, self-starter, with the ability to motivate others, who is goal-oriented
* Outstanding organizational skills and an ability to strategize procedures.
* Outstanding interpersonal and community relations skill and the ability to communicate and work effectively within a diverse community. Ability to effectively maintain communication with students and families that are interested in applying to the school.
* Proven ability to effectively present to large groups
* Ability to track and understand data
* Ability to write clear and concise documents
* Ability to create, compose, and edit written materials
* Ability to foster a collaborative work environment
* Experience with high school admissions a plus. However, the Cristo Rey admissions model is unique and highly dependent on recruiting.
* Bilingual in Spanish and English, preferred