



## **Enrollment and Recruitment Specialist**

**Classification:** Administrative Staff  
**Status:** Full-time  
**Reports to:** Director of Advancement  
**Supervises:** N/A

### **Position Summary:**

The Enrollment and Recruitment Specialist is responsible for planning and implementing a proactive program to market Owensboro Catholic Schools (OCS) to prospective students and their families; and, ultimately, for enrolling new students in sufficient numbers to meet the enrollment goals established by the OCS Director and OCS Episcopal Vicar. This position requires effective communication skills and general knowledge of website and marketing methods.

### **Essential Duties and Responsibilities:**

Essential duties and responsibilities include the following. Other duties may be assigned.

1. In an ongoing manner, formulate, evaluate and revise a comprehensive admissions-specific marketing program addressing prospective students in parish religious education programs and the community at large.
2. Implement all aspects of the enrollment management-marketing program (which may include open houses, shadow days/programs, individual visits and family tours, group tours or information nights).
3. Coordinate various marketing activities – i.e. radio spots, newspaper ads, magazine ads, bus signs, webpage content).
4. Seek out and exploit opportunities to put OCS in front of various audiences (i.e. pulpit talks, community events, class reunions, baptism classes); continuously evaluate each opportunity in view of enrollment potential and adjust as dictated by the evaluation results.
5. Actively cultivate relationships within the community – especially with the OCS sponsoring parishes. Visit each Pastor/DRE/Parish secretary at least every other month to nurture the relationship between the parish and OCS.
6. Prepare and distribute OCS announcements for the parish bulletins each week.
7. Regularly monitor constituent satisfaction with OCS to raise retention rates. Conduct entrance interviews with new families and exit interview with those who chose to leave.
8. Achieve approved goals for student enrollment.

9. Provide literature and information to all prospective families inquiring about OCS.
10. Provide OCS materials to the Chamber of Commerce and local realtor offices.
11. Work with Red Pixel to create relevant and effective materials and website content.
12. Submit press releases to the Messenger-Inquirer, Western Kentucky Catholic and any other relevant media outlets about current events and accomplishments of OCS students
13. Communicate with all our families about current events and accomplishments of OCS students using all mediums.
14. Take and accumulate various pictures from OCS school sites and maintain a catalog of pictures.
15. Maintain and sustain enrollment management database.
16. Provide frequent communication (via all mediums available) with all prospective families.
17. Monitor enrollment counts for both enrolled and prospective students/families. Communicate enrollment counts and lists with necessary stakeholders (i.e. principals, secretaries, OCS Leadership Team, OCS Education Council, standing committees of the OCS Education Council)
18. Coordinate and implement all aspects of the OCS Online Registration process.
19. Compose and distribute the In The Loop e-newsletter.
20. Annually prepare a proposed Enrollment Management/Marketing budget.
21. Manage the approved Enrollment Management/Marketing budget.
22. Regularly report to the OCS Education Council and its standing committees.

### **Responsibilities for Supervision of Others**

The Enrollment and Recruitment Specialist will necessarily recruit and supervise the voluntary efforts of many people – colleagues, parents, alumni and others in support of various Enrollment Management related activities.

### **Salary**

Commensurate with education and experience.

### **PHYSICAL REQUIREMENTS**

The physical requirements are within the general range of an office position. The job requires extensive wrist and hand movements for computer tasks, and a certain amount of stooping, bending, carrying, kneeling, and walking. All individuals are required to be able to perform these movements without significant risk of injury to themselves or others, or to otherwise demonstrate or explain how they can perform the essential functions of the job.

The job may require unusual or irregular hours.

NOTE: Owensboro Catholic Schools reserves the right to change or reassign job duties, or combine positions at any time.

*I have read, had the opportunity to ask questions and clearly understand the essential duties, responsibilities and physical requirements of this position. I confirm that I can (with or without reasonable accommodations) perform the job in an effective and timely manner.*

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**Printed Name**

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**Signature**

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**Date**