



HOLY FAMILY  
**CRISTO REY**  
CATHOLIC HIGH SCHOOL

**Director of Admissions and Community Engagement**

**Job Description**

TYPE: Full Time  
CLASSIFICATION: Exempt  
REPORTS TO: President  
COMPENSATION PACKAGE: Extremely competitive and negotiable depending on experience.

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.

We are part of the growing national Cristo Rey Network of 39 Catholic high schools recognized for transforming Catholic education through a unique integration of rigorous academics, professional work experience, and spiritual formation.

**POSITION SUMMARY:**

The Director of Admissions and Community Engagement is responsible for recruiting, admitting, and enrolling new and transfer students to Holy Family Cristo Rey Catholic High School and is accountable for meeting the annual enrollment goal set by the President and the Executive Leadership Team, in conjunction with the Board of Directors of the school. As the first point of contact for many students, parents and community members, the position requires both a commitment to the mission of Holy Family Cristo Rey – and a particular passion for expanding our unique program to underserved students – and an ability to build community and develop and manage relationships with local schools, organizations, churches, and community leaders. The Director collaborates directly with prospective students, parents, faculty, local schools, and local community organizations.

The position manages the daily operations of the Admissions Department and the planning and development of all recruitment and admissions-related matters. The Director articulates the mission, programs, and opportunities of Holy Family Cristo Rey to students, parents/guardians, elementary/middle school educators, principals and counselors, and other leaders in our community. The Director must be able to adapt to changing responsibilities and support absolute confidentiality in the Department.

This job description reflects management's assignment of essential job responsibilities; it does not prescribe or restrict the tasks that may be assigned. All the duties and standards within this job description will be performed as directed by the President and according to the established policies, procedures, and guidelines as described in Holy Family Cristo Rey Catholic High School Employee Handbook.

## **PRIMARY RESPONSIBILITIES:**

- Understand, embrace, and implement the school's mission and philosophy as written in the Cristo Rey Mission Effectiveness Standards, participates in the faith centered life of the school; and models the school's philosophy in working with students, parents, colleagues, and administration.
- Build external relationships designed to recruit students who fit the Holy Family Cristo Rey student profile with local schools in surrounding areas as well as with community organizations, employers, churches, parishes, groups, and nonprofits serving youth and parents.
- Represent Holy Family Cristo Rey to potential students and their families at high school fairs, events, church services, community fairs, and other community gatherings, often with representatives of the school community such as student ambassadors or other school leaders.
- As part of Community Engagement, communicate the mission and value of the school to the community and external stakeholders through a variety of mediums in collaboration with the Student Recruitment Coordinators, Director of Communications, and Mission Advancement Director, as appropriate.
- Staff management: lead the Admissions Department which includes regularly reporting to the President and to the Board, conduct effective team meetings and one-on-ones, provide subject matter expertise and support to direct reports, develop, in collaboration with, the Director of Finance and Administration the annual budget, and effectively manage the budget for the Admissions Department.
- Develop, maintain, and manage year-long recruitment and enrollment plans that integrate ongoing, multi-level efforts with multiple internal and external stakeholders while balancing ongoing recruitment efforts with time-sensitive enrollment tasks.
- Collaborate with the Student Recruitment Coordinators and Director of Communications to develop marketing strategies, especially with design of promotional materials and use of social media. Will also help the Director of Communications design advertisements, mailings, web pages, and other publications promoting the school to prospective students and their families.
- Organize, oversee, and participate as appropriate in the interview and admissions process which includes coordinating with faculty, Corporate Work Study staff, school leadership and prospective students and their families to ensure a prompt, smooth, and effective admissions process.
- Plan, and implement, internal and external engagement in programs such as Open Houses, Shadow Days, and other promotional events.
- Provide superior customer service by maintaining prompt communication in Spanish & English with prospective students and their families.
- Assist families through the financial aid process, including the completion of income verification.

- Share with the Student Recruitment Coordinators, the responsibility for maintaining databases, and assembling admissions-related materials for mailings to schools and prospective students.
- Model appropriate and ethical behavior and professionalism for the student population.
- Support the Student Recruitment Coordinators efforts with the school's Ambassadors Program for students and parents.
- Manage and prepare comprehensive, data-driven reports about recruitment, enrollment and retention for the President and Board of Directors as well as the Cristo Rey Network.
- Attend and participate in Cristo Rey Network programs and professional development for Admission Directors or other programs as directed by the President.
- Some nights and weekends are required.

## **OTHER POSITION RESPONSIBILITIES**

- Complies with federal, state, and local safety laws.
- Performs other duties as assigned.

## **QUALIFICATIONS & SKILLS**

- Bachelor's Degree required.
- At least 5 years in recruitment, enrollment services, non-profit management, marketing, student services or related fields.
- Ability to serve economically disadvantaged, racially diverse students and their families with patience and humility.
- Highly collaborative, dynamic leader with the ability to manage a large number of professional relationships with a variety of stakeholders
- Excellent verbal and written communication skills required; Bilingual preferred.
- Ability and flexibility to thrive in a fast-paced, entrepreneurial school environment.
- A deep belief that all students deserve excellent, faith based, college preparatory education.
- Passing all required testing, including background checks, drug testing and fingerprinting along with completion of online training in Youth Protection and Mandatory Reporting.
- Previous management experience preferred.
- Licensure/Certification: Valid driver's license required; must be insurable with good driving record. Reliable transportation to recruiting sites and events is required.