



OFFICE OF CATHOLIC EDUCATION

222 North Seventeenth Street • Philadelphia, Pennsylvania 19103-1299

Telephone: 215-587-3976 • Fax: 215-933-5235

DIRECTOR OF ADMISSIONS

Archbishop Ryan High School
11201 Academy Road
Philadelphia, PA 19154

Overview of the position:

The Admissions Director is appointed by the Office of Catholic Education in consultation with the school's President. The Admissions Director is a member of the High School President's senior staff and assists the President in promoting the school and attracting and retaining students.

This position represents the school in a variety of settings on and off campus with limited supervision and must make decisions to conduct oneself appropriately and responsibly, convey accurate information about the school, financial aid, admissions and academics to the public, give recommendations to and counsel prospective students.

Responsibilities/Duties:

- Develop and implement an admissions and marketing plan that will attract new students and retain existing students.
- Take responsibility for planning, coordinating and handling all student recruitment and retention activities; including but not limited to public relations, marketing, open houses, scholarship and entrance exam, grade school recruitment visits, freshmen orientation and social media activity.
- Maintain and analyze records for recruitment and marketing as needed.

Duties and Responsibilities (Essential Duties)

- Develop a full schedule of admissions activities and presentations; scheduling and leading presentations in a variety of settings (large, small, one-on-one, with and without parents, classrooms) and actively arranging follow-up appointments are key components of this role.
- Foster, develop and nurture new and existing relationships with the community, perspective parents and students through research, in-person visits, appointments, phone calls and emails in an effort to schedule presentations and recruit students.

- Schedule, coordinate and lead admissions open houses and other admissions presentations including visits to area elementary schools, managing the shadowing program, meeting with prospective students and families, arranges tours and more.
- Develop long-range admissions and marketing plan and initiatives to ultimately reach intended admissions goals and promote the academic mission of Archbishop Ryan.
- Provide supervision, training and professional development opportunities for any individual involved in admissions, including communicating with and managing the volunteers who are involved in recruitment efforts;
- Oversee the management and reporting of the admissions database; including analyzing and preparing data on recruitment and retention as needed.
- Create and post content on various Archbishop Ryan social media properties on a regular basis (i.e. Facebook, Twitter, YouTube, Instagram).
- Create, prepare, maintain, and deliver appropriate recruitment literature, including updating and maintaining admission web site pages.
- Oversee admissions process (and coordinates responsibilities among various participants: Admissions Assistant, Tuition Officer, Assistant Principal for Academic Affairs, etc.)
- Work with financial aid and monitors academic progress for all recipients of scholarships for the duration of their award.
- Act as Archbishop Ryan representative and liaison with marketing agencies and all other outside marketing vendors.
- Work closely with office personnel to facilitate daily work; answer questions about Admissions, all aspects of the school and the office; and provide assistance to the President in other areas as needed and coordinates activities with the Director of Institutional Advancement.
- Follows all policies of the Archdiocese of Philadelphia, Office of Catholic Education, and Archbishop Ryan.
- Supervises student ambassadors Program.

Required Qualifications:

- A Bachelor's degree in marketing, communications or another appropriate discipline is preferred.

- 3 years of experience College or High School admissions is required.
- Demonstrated proficiency in marketing.
- Proven oral and verbal communication skills with the ability to speak before large and small groups in a variety of settings.
- Strong interpersonal skills with the ability to work effectively either independently or with prospective and current students, parents, faculty, administration, and support staff members.
- Experience in data systems, preferably student database systems, and familiarity with programming and implementation of data in several office environments (Excel, Word, FoxPro).
- A willingness & ability to work early morning, evenings and weekends as needed for presentations.
- A valid driver's license and willingness to travel.

The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform job-related tasks other than those specifically presented in this description.

Candidates interested in the position Director of Admissions at Archbishop Ryan High School should send the letter of interest, resume and transcripts to:

Joyce Wilusz at: jwilusz@archbishopryan.com

APPLICATION DEADLINE: February 14, 2019

Interviews will be granted to the most qualified applicants. PA required clearances and Safe Environment Certification and official transcripts will be required before employment can begin.

Applicants must provide a letter of recommendation from the pastor of the parish in which the applicant is registered.

In keeping with Church teachings on social justice, the Archdiocese of Philadelphia is committed to a policy of equal employment opportunity. This policy governs all aspects of employment, including but not limited to hiring, job selection, job assignment, compensation, discipline, termination, benefits and access to training.

As a religious organization, the Archdiocese of Philadelphia is also bound by Canon Law and Catholic teachings. For this reason, there may be occasions when an employee's failure to adhere to the truths of the Catholic faith are a factor in employment-related decisions. In the event an employee fails to adhere to, or takes a position publicly that is contrary to, Catholic doctrine and teachings, or any policy or procedure maintained by the Archdiocese, the employee may be subject to disciplinary action up to and including termination of employment.

Employment practices will not be influenced by an individual's legally protected status or any other basis as may be required by local, state and/or federal law as those laws apply to the Archdiocese.

Any employee with questions or concerns about any type of discrimination in the workplace is encouraged to bring these issues to the attention of Human Resources. Employees can raise concerns and make reports without fear of reprisal. Anyone found to be engaging in any type of unlawful discrimination will be subject to disciplinary action, up to and including termination of employment.