

**Archdiocese of San Francisco  
Department of Catholic Schools  
Position Opening**

**School Name:** St. Cecilia School; 660 Vicente St., San Francisco, CA 94116

**Contact Person:** Laura M. Held, Principal

**Position Opening:** Marketing and Admissions Coordinator

St. Cecilia School is a Catholic elementary school (TK-8th grade) of the Archdiocese of San Francisco, whose purpose is to develop students who are active Christians, lifelong learners, socially responsible citizens, effective communicators, and problem solvers.

We are currently hiring a **Marketing and Admissions Coordinator** for the upcoming 2021-22 school year. Reporting directly to the principal, the Marketing and Admissions Coordinator will be coordinating and leading all recruitment and admissions strategies and developing and implementing all strategic marketing efforts to support enrollment goals.

**Responsibilities may include:**

- Supports school mission, goals and participates in the school life in order to promote a Catholic educational environment
- Creating overall strategic admissions and marketing plan in support of enrollment goals
- Representing St. Cecilia School to a wide and diverse audience: with school leadership team, first point of contact for new families, as well as working as a school ambassador while embracing and communicating school mission and values
- Designing and coordinating various admissions events throughout the year including in-person tours, virtual tours, and individual campus visits
- Connecting to prospective families through timely, thoughtful, and individualized communication as they navigate the admissions process
- Working with school leadership and outside creative consultants as needed, running admissions campaigns, tracking academic rates of return (ROI) and key performance indicators (KPI), presenting monthly results, and analyzing admissions trends year to year
- Managing the school website, buying media (digital and print), running social media campaigns and google ads, maintaining proper school listings (online and print), and owning the digital space
- Organizing and participating in the evaluation of applications with school

leadership

- Assist school leadership with community communications as necessary
- Daily demonstrate and practice effective communication with students, faculty, staff, and school community members

**Requirements/Qualifications:**

- Experience working in an educational environment is a plus
- Excellent writing and communication skills required
- Marketing experience required
- Social media marketing and website experience required
- A love of education and a desire to work with a team to make a difference in the lives of students

**Information about the school can be found on the website:** [www.stceciliaschool.org](http://www.stceciliaschool.org)

Please email *Cover Letter, Resume, and Letters of Recommendation* to:  
Laura M. Held, Principal: [lheld@stceciliaschool.org](mailto:lheld@stceciliaschool.org)