

Title: Associate Superintendent of Operational Vitality
Agency: Diocese of Rockford Catholic Education Office
Diocesan Administrative Center
Reports To: Superintendent of Catholic Schools
Position: Full-Time, Exempt, Benefit Eligible

Position Summary

The Assistant Superintendent of Operational Vitality is a full-time ministerial position located at Diocese of Rockford Administrative Center in Rockford. The Associate Superintendent of Schools for Operational Vitality supports the mission of Catholic education by providing leadership and expertise in ensuring the operational sustainability and growth of Catholic schools in the diocese. This role oversees strategic planning, financial management, facilities planning, marketing, enrollment, development efforts, and communications to strengthen the long-term vitality of Catholic schools. The Assistant Superintendent of Operational Vitality collaborates with diocesan Financial Office, Business, Communications, Development, and Safety and Emergency Management Offices to identify best practices and streamline school communications.

Essential Duties

Key Responsibilities

- **Strategic Leadership**
 - Develop and implement strategic plans to enhance operational vitality in alignment with the National Standards and Benchmarks for Effective Catholic Elementary and Secondary Schools (NSBECS).
 - Collaborate with school leaders to identify and address challenges related to sustainability, enrollment, and development.
- **Financial Oversight**
 - Support schools in budgeting, financial planning, and management to ensure long-term stability.
 - Assist schools in reviewing tuition models, scholarship programs, and fundraising strategies to maximize resources.
- **Marketing and Enrollment**
 - Lead efforts to increase enrollment by developing diocesan-wide marketing strategies, leveraging data-driven approaches.
 - Collaborate with schools to create effective recruitment and retention initiatives.
 - Provide training and resources for school leaders to build local capacity in enrollment management.
- **Communications and Branding**
 - Support schools in enhancing their digital presence through effective use of websites, social media platforms, and email marketing.
 - Develop and disseminate annual reports, infographics, promotional materials, and visual content that align with the diocese's branding guidelines.
 - Provide guidance and resources for schools to craft compelling narratives that highlight their Catholic identity and mission.
 - Partner with the diocesan communications office to ensure cohesive messaging across all platforms.

- **Facilities Management**
 - Guide schools in developing and executing facility maintenance and capital improvement plans.
 - Assist in the assessment and allocation of resources for facility needs, ensuring safety, functionality, and attractiveness.
- **Development and Advancement**
 - Work with school leaders to strengthen advancement initiatives, including alumni engagement, annual appeals, major gifts, grants, and endowments.
 - Support diocesan and school-level efforts to cultivate donor relationships and secure funding.
- **Collaboration and Support**
 - Serve as a resource and liaison to pastors, principals, and school boards on operational matters.
 - Facilitate professional development for school leaders in operational vitality.
 - Foster partnerships with parishes, community organizations, and other stakeholders to enhance resources and opportunities for schools.
 - Visits schools regularly.
- **Compliance and Reporting**
 - Ensure compliance with diocesan, state, and federal policies related to operational management.
 - Collect and analyze data on enrollment, finances, and facilities to guide decision-making and reporting.

Qualifications

- Practicing Catholic in good standing with a commitment to the mission and teachings of the Catholic Church.
- Master's degree in education plus business administration, communications, or related field experience.
- Minimum of five years of leadership experience in Catholic education or a related field.
- Proven expertise in financial management, strategic planning, and operational oversight.
- Strong interpersonal and communication skills, with the ability to collaborate effectively with diverse stakeholders.
- Working knowledge of the following products, programs, and applications: Word, Excel, Access, Publisher, PowerPoint, Outlook, Teams, OneDrive, Forms, FACTS, Constant Contact, Canva, Facebook, Instagram, and other social media applications
- Proficiency in website management, social media strategies, and content creation tools is preferred.
- Knowledge of the National Standards and Benchmarks for Effective Catholic Elementary and Secondary Schools (NSBECS).

Salary Range

Salary range for this position is \$100,000 - \$125,000 per year, depending on experience.

Benefits

Benefits package includes Health Insurance, Pension, Vacation, Sick and Personal Days, Holidays, 403(b), Retirement Plan, Paid Personal Time Off.

To apply for this position, please send cover letter and resume to kwhite@rockforddiocese.org. Phone number 815-387-3387. Please specify Associate Superintendent of Operational Vitality position in subject line of email.

