

Manager of Enrollment, Recruitment, Marketing and Events

Status:

Part-time or full-time depending on the candidate.
Evenings & weekends as needed for special events; remote work possible.



**KINGSWOOD
ACADEMY**

DARIEN, IL

Reports to: Head of School, Director of Development & Fundraising, and Board of Directors

If interested please email a resume and contact Dominic Sepich. (dsepich@kingswoodacademy.org)

Who We Are

Kingswood Academy is an independent Catholic school within the Joliet Diocese, serving students in pre-Kindergarten through eighth grade. Kingswood Academy adheres to the teachings of the Catholic Church and emphasizes the philosophy of the laity.

Our Mission

The central mission of Kingswood Academy is to aid parents in fulfilling their role as the primary educators of their children by providing for their moral, spiritual, and intellectual formation. In its educational programs, Kingswood Academy strives to provide an environment of academic excellence, good character formation, and respect for the dignity of each person. Kingswood Academy assists parents to cultivate the human virtues and develop a strong moral character in their children so that they become competent, responsible men and women who live by Christian principles.

Job Summary

This position reports to and works closely with the Head of School and Director of Development and Fundraising. The Manager of Enrollment, Marketing, and Events is primarily responsible for promoting and marketing Kingswood Academy to targeted families. This person will be in charge of the enrollment process which includes recruitment of new families, tours, and addressing new/returning family needs and questions. This will require learning and overseeing the enrollment system (TADS) and helping families navigate any needs with the system. This position plays a vital role in the ability to advance the school mission and secure enrollment to help Kingswood Academy be successful and sustainable.

This position will also manage aspects of marketing such as social media, advertisements, and Kingswood social media accounts. This position helps build and maintain relationships with current families through a comprehensive marketing plan. The position includes staff representation on the Kingswood Academy Parent Association (KAPA) and serves as a liaison to help promote parent involvement, presence, events and community. This includes helping with other parent education and faith-backed activities that will help fulfill the mission of the school.

The ideal candidate fully supports the mission of the school and lives it out. This person is a self-starter with superb communication and organizational skills who can share the school's story in a compelling way. This individual is a practicing Catholic who makes a conscious decision to incorporate the Catholic faith into all activities and is inspired to make a difference in the lives of young people. He or she is a consummate relationship builder with experience promoting and proactively identifying, cultivating, and engaging families in the school. The successful candidate must be able to inspire and ignite a passion for Kingswood's mission in others and get them to understand and commit to Kingswood Academy.

Responsibilities

- Collaborate and plan with the Kingswood team to strategically market the school through advertisement, online, social media, and in person events
- Oversee the entire enrollment process from inquiry to students' first day of school
- Oversee the re-enrollment process for current families
- Collaborate with the Business Manager to ensure a smooth enrollment process in TADS
- Regularly post updates on Kingswood social media accounts
- Plan with the Kingswood team to create a comprehensive recruiting and marketing plan with the goal of increasing enrollment
- Represent the staff at KAPA meetings and serves as liaison to the school and plans, executes, and supervises community events, some of which are beyond school hours
- Assists in planning and executing the details of events, especially the annual Benefit Dinner and other fundraising events
- Release the weekly Kingswood Academy Knightly News

Qualifications

- Bachelor's degree required
- Preferred experience with recruitment, enrollment, event planning, and marketing
- Experience having expanded and cultivated relationships over time
- Experience with Google Suite, Microsoft, social media platforms, and Canva
- Strong written, oral, interpersonal, and persuasive presentation skills
- Excellent judgment and creative problem-solving skills; self-reliant and results-oriented
- Ability to balance and contribute to high-level strategic development and tactical details of implementation
- Ability to manage and meet multiple deadlines with high attention to detail

Benefits

- Competitive starting salary (\$30,000 to \$50,000)
- Benefits include: Health Insurance, Flex Spending, Dental, Vision, 10 days PTO
- Flexible scheduling with remote possibility
- Flexible summer schedule with reduced hours
- Follows the school holiday calendar
- Tuition discount