



Job Description

Enrollment Director, Part-Time

2025 - 2026 School Year

Compensation

\$20.00 - 25.00 per hour, based on degrees and experience

5 hours per week, flexible schedule

12 months

Position Overview

The Enrollment Director leads and catalyzes the school's efforts in marketing, recruitment, enrollment management, new family orientation, retention, and re-enrollment at Pope St. John XXIII STEM Academy. This part-time role (5 hours per week, year-round) supports the mission of PSJSTEM as an essential ministry of Pope St. John XXIII Parish by strengthening the school's visibility, communication, and engagement within both the parish and broader community.

Note: To support a strong launch, the position may begin with two full-time weeks of paid work to set up an Enrollment Handbook and establish enrollment goals.

Objectives

- Parish Mission Alignment: Develop and implement a plan to build, enhance, and expand Pope St. John XXIII STEM Academy's place as an essential ministry of Pope St. John XXIII Parish community.
- Enrollment Growth: Implement a comprehensive enrollment management plan to build enrollment to a minimum of 85% of the Academy's capacity.

Preferred Skills and Experience

- As a Catholic school, Gospel values such as prayer and a belief in a loving God are essential to how our school operates. It is not a requirement for this position to be Catholic, however, in order for our school to thrive, everyone needs to have an understanding of and a willingness to embody all that it means to be part of a Catholic community.
- Minimum - No degree is required, however, hiring preference will be given to people with degrees, experience, and certifications that support this employment position.
- Experience in marketing, admissions, customer service, or a related field.
- Excellent organizational skills with attention to detail and follow-through.
- Comfort with digital tools such as email marketing, social media, Google Workspace, and enrollment platforms.

- Ability to work independently, manage limited hours effectively, and collaborate with school leadership.
- Alignment of professional duties and responsibilities to the belief that every student can learn the skills and dispositions necessary to have an opportunity to attend college.
- Inspire a spirit of welcome and service with everyone who encounters the school.
- Ensure respectful and appropriate communication of school policies with all community members.
- Maintain professional communication including over email and telephone.
- Enjoy learning new things.
- Listen to others, act with patience, and seek excellence in all that we do.
- Serve as a positive and contributing community member.
- Ability to perform the job responsibilities of this position.
- Be mentally and physically capable of caring for a group of children.
- Have an awareness of the unique needs of young children and have appropriate expectations of their abilities.
- Bilingual - Not required, Spanish or Vietnamese are the languages that would be most responsive to our community.

Outline of Responsibilities

Marketing & Recruitment

- Collaborate with leadership to communicate a value proposition: Clearly articulate PSJSTEM's mission, programs, and unique benefits.
- Create an elevator speech: Prepare a concise statement describing the PSJSTEM experience for faculty, staff, parish leadership, parents, alumni, and supporters, ensuring consistency of message.
- Parent Partner Program: Establish a Parent Partner (Ambassador) program to authentically communicate the Academy's value from a parent perspective, both virtually and in person.
- Targeted Recruitment: Use enrollment potential data to focus recruitment efforts on identified neighborhoods and growth areas, including the Early Learning Center.
- Outreach to Parish Families: Utilizing an approach similar to the Madrinas Model, create a plan to engage parish families and communicate the educational benefits of a PSJSTEM Academy education.

- Working Team: Form an internal working team (board members, parents, alumni, etc.) to assist the principal with recruitment and retention efforts, database management, and measurable enrollment goals.
- Coordinate Marketing: Coordinate marketing efforts, including social media, website updates, digital campaigns, parish outreach, and print materials.
- Measurable Goals: Establish clear, trackable enrollment goals and monitor progress regularly.

Parish & Community Engagement

- Engage in the parish's strategic pastoral plan when initiated; until then, create ways to make the Academy visible in parish ministries and communities.
- Provide short, multilingual highlights (English, Spanish, Vietnamese) for parish bulletins, emails, and communications.
- Develop a series of parish "PR" pieces (Catholic school research, Church teaching, alumni testimonials) to highlight the value of Catholic education.
- Foster reciprocal cultural engagement between parish communities and the Academy (e.g., inviting parishioners to share cultural traditions with students, Academy participation in parish celebrations).

Enrollment Process Management

- Oversee inquiries, applications, admissions, and re-enrollment with welcoming and professional communication.
- Follow-up with families who are at various stages of the enrollment process.
- Ensure systems are efficient
- Operate Finals site
- Produce reports and manage data
- Ensure all enrollment procedures align with Archdiocesan guidelines and state requirements.
- Oversee the application, admission, and enrollment process from inquiry through acceptance.

- Maintain accurate enrollment records and provide regular reports to the principal.

Tuition Assistance Process

- Review the application process and make adjustments to communicate welcome and access
- Assisting new families with tuition assistance processes
- Assisting returning families with the completion of Fulcrum application

Retention and Re-enrollment

- Partner with school leadership and teachers to monitor student and family satisfaction.
- Develop initiatives to strengthen family engagement and support retention.
- Lead the re-enrollment process, ensuring clarity, consistency, and strong participation from current families.

Prospective Family Outreach

- Plan and facilitate orientation programs to integrate new families into the Academy and parish community.
- Collaborate with faculty and staff to support family satisfaction and retention.
- Serve as the first point of contact for prospective families, providing timely, professional, and warm communication.
- Coordinate tours, shadow days, and informational meetings.
- Develop follow-up systems to ensure prospective families remain engaged throughout the admissions process.
- Coordinate tours, shadow days, and informational meetings.

Data & Reporting

- Provide parish and Academy leadership with timely, measurable, outcome-focused reports on enrollment trends and recruitment effectiveness.
- Track graduate success (academic, athletic, personal) and publicize results as evidence of the Academy's long-term impact.

Conditions of Hiring

- Pass background check in VIRTUS

Pope St. John XXIII STEM Academy inspires students to grow in a faith that is guided by Gospel values and the teachings of the Catholic Church. As instructional leaders, we facilitate the development of the skills that are necessary to be successful in the 21st century. Pope St. John XXIII STEM Academy is a PK-8 school located in Tacoma, we are a nurturing environment, dedicated to academic success for all students, and a supportive community of faith.

To apply, please complete the application process at <https://mycatholicschool.org/careers-employment/>. Questions can be sent to the principal, Marc Nuno, at nunom@sjstem.org.