

Position: Executive Director of Enrollment & Marketing

Overview:

Sacred Heart Academy seeks a mission-driven strategic marketing leader to assume the role of ***Executive Director of Enrollment and Marketing***. This senior leader is responsible for developing and executing comprehensive strategies to drive student enrollment and institutional brand awareness and reputation. This role will oversee admissions, marketing, communications, and related functions to ensure alignment with SHA's mission and growth goals. The Executive Director will lead a results-oriented team, foster cross-departmental collaboration, and use data-driven insights to inform decisions.

This is an outstanding opportunity for a seasoned marketing professional with experience in enrollment management at a secondary school or higher education. The ideal candidate has a proven track record of growth and the ability to develop winning, creative enrollment and marketing strategies. As a member of the Leadership team, the Executive Director will oversee the Marketing and Enrollment team including the Director of Admissions and Marketing & Social Media Manager. This role will work closely with the President to advance the overall bold strategic plan for SHA's future growth and success.

Mission and Vision:

Sacred Heart Academy (SHA) is a nationally recognized Catholic four-year college preparatory high school for young women, sponsored by the Sisters of St. Joseph of Brentwood, NY. With a focus on academic excellence, character, faith development, and service, SHA prepares young women to excel as leaders in a rapidly changing world. The school's innovative approach to learning and its commitment to fostering lifelong curiosity encourage young women to "*Lead with Heart*".

Primary Duties and Responsibilities:

Strategic Leadership

- Create an enhanced enrollment and marketing growth plan aligned with SHA's mission and goals.
- Develop and lead strategic enrollment and marketing plans to increase student recruitment, retention, and Sacred Heart Academy brand recognition and reputation.
- Serve as a key member of the leadership team, providing insights and strategic direction on enrollment trends, expanded initiatives and productive marketing strategies.
- Represent Sacred Heart Academy at student recruiting events across Long Island and the 5 boroughs of NYC.

Enrollment Management

- Direct and oversee all admissions and recruitment operations to yield growth, including outreach, application processing, yield strategies, and enrollment forecasting.

- Analyze enrollment data and market trends to inform recruitment and retention strategies.
- Collaborate with academic, athletic and fine arts leadership to understand and promote academic excellence and relevant programs that align with market demand.
- Bring creative strategies and modern technologies to student recruiting initiatives.

Marketing and Communications

- Lead the creation and deployment of multi-channel marketing campaigns, including digital advertising, email, social media, print collateral, events and website content.
- Provide data-driven insights and market analysis to inform campaign strategies and enhance prospective student engagement, experience with CRM from initial prospect to enrolled student.
- Partner with creative teams to produce compelling content, including video content, leveraging storytelling to highlight the value of a Sacred Heart Academy education.
- Ensure consistent brand messaging and visual identity across all channels and platforms.
- Oversee web content, social media presence, and digital marketing campaigns.

Team Leadership and Collaboration

- Supervise and mentor (2) staff in enrollment and marketing departments, plus freelance staff.
- Build a high-performing, data-informed, and collaborative team culture.
- Establish goals and KPIs for team members and monitor and report on progress.

Required Qualifications

- Commitment to Sacred Heart Academy's mission and Catholic education.
- Bachelor's degree in marketing, communications or related; Advanced degree preferred
- Experience with Customer Relationship Management (CRM) systems
- 8-10 years of demonstrated marketing & enrollment experience, preferably in secondary or higher education
- Ability to organize and complete multiple initiatives simultaneously with close attention to detail and prioritization to meet deadlines
- Excellent leadership, communication, collaboration and interpersonal skills.
- Excellent writing, planning, and organizational skills. Strong presentation skills.

Application Process: Interested candidates should submit a resume and cover letter to careers@sacredheartacademyhempstead.org.