



Director of Enrollment

Starting Salary: \$110K, along with competitive benefits package. Commensurate with experience.

Report to: Senior Director, Enrollment and Marketing

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

Purpose: Sacred Heart Academy seeks an experienced, dynamic and mission-driven strategic Admissions & Enrollment leader to assume the role of *Director of Enrollment*. This leader is responsible for developing and executing comprehensive strategies to drive student enrollment and institutional brand awareness and reputation. This role will oversee admissions, prospective student communications, and related functions to ensure alignment with SHA's mission and enrollment goals. The Director will join a high performing and results-oriented team, foster cross-departmental collaboration, and use data-driven insights to inform decisions.

This is an outstanding opportunity for a seasoned Admissions and Enrollment professional with experience in enrollment management at a secondary school or higher education. The ideal candidate has a proven track record of enrollment growth and the ability to develop winning ideas, creative strategies. This role will work closely with the Academy's President to advance the overall bold strategic plan for SHA's future of continued excellence, growth and success.

Primary Duties and Responsibilities:

Strategic Leadership

- Create an enhanced enrollment and marketing growth plan aligned with SHA 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 Marketing & Enrollment team, providing insights and strategic direction on enrollment trends, expanded initiatives and productive marketing strategies.
- Represent Sacred Heart Academy at student recruitment events across Long Island and the 5 boroughs of NYC.
- Maintain and cultivate relationships with Catholic and Public middle school administration.

Enrollment Management

- Direct and oversee all admissions and recruitment operations and events, including campus tours and info sessions / Open House, outreach, application processing, yield strategies, and enrollment forecasting.
- Analyze enrollment data and market trends to inform recruitment and retention strategies.
- Serve as a SHA's primary contact for prospective students and families.
- Utilize an Enrollment CRM system to manage communications and conversion from inquiry to application to enrollment.
- Collaborate with academic, athletic and fine arts leadership to promote academic excellence and relevant programs that align with market demand.
- Bring innovative, data-informed recruitment strategies and modern technologies to student recruitment initiatives and events.
- Regularly report on enrollment progress and exceed annual enrollment targets.
- Partner with the leadership and finance team to implement the annual scholarship program.
- Build partnerships with parish leaders, principals, counselors, and community organizations.

Team Leadership and Collaboration

- Build a high-performing, data-informed, and collaborative team culture.
- Establish goals and KPIs and report on progress to the leadership team and Board of Trustees.
- Collaborate with the faculty and staff and other key stakeholders across the SHA Community.

Required Qualifications

- Commitment to Sacred Heart Academy's mission and Catholic education.
- Bachelor's degree in marketing, communications or related field.
- Master's degree preferred.
- Experience with Customer Relationship Management (CRM) systems.
- 8-10 years of demonstrated admissions & 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.

Interested candidates should send a cover letter and resume to careers@sacredheartacademyli.org.