

April 26, 2021



Sacred Heart Academy Director of Admissions and Marketing

Sacred Heart Academy, located in Mt. Pleasant, Michigan, is seeking a Director of Admissions and Marketing to lead all aspects of the marketing, recruitment and admissions process. The Director, an integral leader in the school community, will design an annual recruitment and marketing plan to promote the school's mission. Reporting to the Principal, the Director of Admissions and Marketing supports the Catholic school's mission and strategic goals by attracting, enrolling, and retaining a dynamic and diverse student population. This Director oversees all aspects of the Admission Office operations including maintenance/design of the school website and other social media accounts, organization of open houses, on-campus visits, review of the application process, and maintaining statistical data related to admission and enrollment. The Director must be a practicing Catholic who is involved in their current parish. He/she will work closely with the Sacred Heart Parish administrative team.

As an active member of the administrative team, the Director works closely with the Principal, Assistant Principals, and Director of Development to develop and implement strategic marketing publications in both print and digital media. Qualified candidates will possess marketing experience with strong organizational skills, and an understanding of the Catholic school environment. They must demonstrate commitment to a strategic, data-driven approach to admission and enrollment management. The ideal candidate is a collaborative team player who will participate fully in daily school life, have excellent presentation, communication, and organizational skills, and be committed to Catholic education. A strong knowledge or experience in elementary education and/or high school college-preparatory education is helpful. Familiarity with database management, social media analytics, and desktop publishing skills is preferred.

Sacred Heart Academy is a Kinder-Prep through 12th grade Catholic school of approximately 415 students. Ours is a Catholic learning community where we ask students to pursue excellence in academics, the arts, and athletics for the greater glory of God. A marketing major is preferred. The compensation package is competitive and based on credentials and work experience.

Position Deadline: Position is open until filled

To apply: Send resume, cover letter and references to Mary Kay Yonker, Principal, Sacred Heart Academy at myonker@sha.net or 316 East Michigan Street, Mt. Pleasant, MI 48858