

THE PROVINCE OF ST. JOSEPH OF THE CAPUCHIN ORDER
ST. LAWRENCE SEMINARY
ADMISSIONS COORDINATOR
ST. LAWRENCE SEMINARY

Reports To: Marketing, Public Relations, and Alumni Director
Date: 5/16

Department: Admissions
FLSA: Exempt

POSITION SUMMARY

The successful candidate will identify prospective students who are likely to succeed at St. Lawrence Seminary and subsequently to work with the prospective students and their family leading to the students' enrollment at St. Lawrence. The candidate will also work in concert with the Marketing, Public Relations, and Alumni Relations Director in executing aspects of the Seminary marketing and public relations initiatives. The individual must be committed to the Seminary's mission and to being a positive role model for the students.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Work with the Marketing, Public Relations, and Alumni Relations Director in:

- Admissions
 - Help formulate, define and execute strategies for fulfilling the enrollment objective through effective use of admissions equipment, printed material and electronic media.
 - Identify and network with key external resources (parishes, schools, groups & individuals) to aid in the fulfillment of enrollment objectives.
 - Conduct field recruiting events including, but not limited to, school visits, home visits, school fairs, parish visits, small gatherings and other conferences and gatherings.
 - Supervise and oversee all aspects of the Weekend Visit program including, but not limited to arranging for student volunteers for various duties, transporting prospective students to the weekend visit, arranging for host parents, setting up recreational activities for prospective students, testing, and meeting with parents of prospective students. This will entail staying on campus from Thursday afternoon to Sunday morning for approximately half the weekend visits each year.
 - Follow up with promising prospective students and formulate relationships between prospective families and the school.
 - Make an honest, clear, concise and supported recommendation regarding a prospective student's fitness to attend St. Lawrence Seminary.
 - Help organize, promote and attend annual family picnics in certain geographical areas.
 - Be present at and participate in all departmental staff meetings.
 - Whenever possible, attend activities at-large at St. Lawrence in an effort to promote school spirit and further the coordinator's knowledge of the school.
 - Work with Alumni, clergy, parents, school officials and diocesan personnel to carry out a variety of outreach programs designed to increase admissions.
 - Help evaluate the best practices and success of the Admissions strategies.
- Marketing
 - Collaborate and provide feedback to Marketing, Public Relations, and Alumni Relations Director in the evaluation of:
 - Promotional and publicity through the press, printed material, Internet, admissions team and other direct interactions with the seminary.
- Public Relations
 - Photography
 - Take photos as needed or arrange for photos to be taken.
 - Image
 - Recommend ways to enhance the image of the Seminary.

- ❑ Maintain a positive work environment by cooperating in a professional manner with the Seminary community.
- ❑ Others duties as assigned by the Rector.

KNOWLEDGE, SKILLS AND ABILITIES

- ❑ Ability to work independently, creatively and in collaboration with others.
- ❑ Ability to create and maintain databases and to use basic desktop publishing tools.
- ❑ Ability to create, maintain and effectively use extensive email address lists.
- ❑ Ability to be self-directed.
- ❑ Ability to successfully manage multiple tasks simultaneously.
- ❑ Ability to work flexible hours and weekends.
- ❑ Effective relational and public speaking skills.
- ❑ Excellent time management, organizational, verbal and written communication skills.
- ❑ Professional demeanor and appearance.

EDUCATION, TRAINING AND EXPERIENCE

- ❑ Bachelor’s degree (BA) in Marketing, Advertising, Journalism, Communications, English or related field; or
 - Strong experience in sales, advertising: design, placement and planning; or
 - Strong experience in public relations: writing and editing publications, etc.; or
 - Equivalent combination of education and experience.
- ❑ Completion of Safeguarding All God’s Family training.
- ❑ St Lawrence Seminary alumnus preferred

WORKING CONDITIONS

- ❑ Required to maintain a clean, professional and safe work environment.
- ❑ Work a flexible schedule.
- ❑ Have valid drivers license and safe driving record.
- ❑ Travel will be required.
- ❑ Some limited lifting may be required

APPROVED BY:

Department Director/Date

Human Resources Director/Date

Job Description Review:

I have read, understand and will comply with the job description for the position of Admissions Coordinator – St. Lawrence Seminary. I further understand I may be required to perform job-related duties not outlined in the job description. The above is intended to describe the general nature and level of work performed by people assigned to this position. It is not intended as an exhaustive statement of duties, responsibilities or qualifications. The most recently dated job description on file in Human Resources Department will be considered the official job description.

Employee Signature/Date