



Director of Marketing, Admissions and Enrollment The Mary Louis Academy

Mission and Background

The Mary Louis Academy in Jamaica Estates, NY is a Catholic college preparatory school for young women sponsored by the Sisters of St. Joseph of Brentwood, NY, and rooted in their charism of unity, reconciliation and inclusive love that embraces all of creation. In an atmosphere that fosters academic excellence and respect, we seek to empower young women to realize and value their own unique gifts – spiritual, intellectual, social – and to use their gifts as leaders in creating a just society. We are a community that celebrates cultural diversity and continues the Catholic tradition of service.

As a single gender school, we are aware of our unique opportunity to help our students appreciate their womanhood and to develop their gifts in an atmosphere which fosters academic excellence and respect. As educators, we provide an environment shaped by Christian ideals that nurtures the whole person by integrating faith and life. We foster an awareness of an active engagement in ecological stewardship. We recognize that shared partnership with parents and guardians in developing young women who will take responsibility for their life choices and value service to their community. In a world increasingly impersonal, we endeavor to empower each student to realize and value her own unique spiritual, intellectual, physical, emotional and social potential as a leader in today's society.

Overview

The role of The Mary Louis Academy Director of Marketing, Admissions and Enrollment is an opportunity for an experienced operational and enrollment professional to apply their experience in a competitive school market, to build vision and strategy, to revamp visual and media culture, and to catalyze TMLA's many committed and passionate constituencies through professional marketing, communications, programming, and events. This is a key role that will report to the President and interface regularly with the Board of Trustees. The Director will manage TMLA admissions, communications and community engagement. They will also collaborate with the Director of Advancement and the Principal.

Strong candidates for this role will have significant enrollment and operations experience, a strategic orientation, and the ability and desire to deeply learn and then translate the school's mission, core values, and culture into a value proposition. That value proposition will serve as the basis for marketing, communications, and community engagement strategies and plans.

Key Responsibilities

Enrollment

- Develop and implement enrollment vision and strategy, designing a multi-year roadmap to build demand, increase mission alignment of new admits, grow enrollment, and build the school's brand in the community.



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- Use data and research to establish and track progress toward enrollment goals, including optimal school and class size, retention, and new admits.
- Routinely report to the President and Board on progress to goals.
- Review and refine the school's approach to engaging prospective families through tours, direct marketing, etc.
- Refine the school's financial aid strategy in service of enrollment goals and mission delivery.
- Responsible for attracting, evaluating, and selecting a diverse and appropriately talented student body.
- Ensure that tours and other admissions events embody and express the school's value proposition.

Marketing and communications

- Translate TMLA's mission, curriculum, and educational philosophy to a clear, distinct value proposition that is then translated to prospective families, current families, and the broader community.
- Develop and oversee implementation of the school's marketing and communication strategy in service of enrollment goals, ensuring that the School's "brand" and value proposition are clearly, consistently, and strategically marketed across all digital and non-digital platforms.
- Oversee the creative design and production of TMLA's website, merchandise and marketing items.
- Ensure that all school communications are clear, targeted, and supportive of the school's mission and brand; review and approve newsletter content, social media posts, and website content.

Building and managing community

- Manage enrollment, admissions, and communications staff, bringing coherence and mutual reinforcement to these functions and teams.
- Catalyze and support the school's constituencies, including the TMLA Parents' Club
- Review and refine the Parents' Club focus, approach, and responsibilities, ensuring that Parents' Club leaders are well supported and that promising, aligned ideas from the parent body are brought to life.
- Work closely with other administrative departments, including academics and development, to ensure alignment of goals and priorities.
- Foster strong relationships with prospective students, parents, educational consultants, educators, and feeder schools.

Qualifications

- Ability to think and act globally and strategically with respect to assess enrollment issues, and able to anticipate challenges and opportunities that lie ahead.
- Strong analytical skills, including the ability to make meaning from data, identify trends, and arrive at sharp and substantiated insights.



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- Excellent communication skills, including writing and public speaking skills, and the ability to prepare and approve a wide variety of materials for widespread distribution.
- Ability to develop and grow data systems for use over the full enrollment cycle, to assess patterns in yield, financial aid decisions, retention efforts, and other related activity.
- Collaborative; actively seeking perspectives and opinions from multiple sources.
- A keen ability to discern the important motivators, goals, and values of a diverse community, and translate them into opportunities for engagement and connection.
- A management approach that is focused on providing the team and constituents with clear, consistent direction and support and ongoing opportunities for growth.
- A learning orientation, including the ability to gather facts and information from multiple sources to build a clear understanding of the school's history, identity, and opportunity within the market.

To Apply

Candidates should submit the following materials as separate PDF documents to langiolillo@tmla.org.

- A cover letter expressing their interest in this position.
- A current and thorough resume of no more than four pages.