



SOUTHERN TIER
CATHOLIC SCHOOL



ARCHBISHOP
WALSH
ACADEMY

Job Description

<u>POSITION TITLE:</u>	Director of Internal Marketing
<u>FLSA STATUS:</u>	Non-Exempt
<u>WORK HOURS:</u>	40/week Full time
<u>REPORTS TO:</u>	School President
<u>LOCATION:</u>	Olean, NY

Essential Function

The Director of Internal Marketing is primarily responsible for all recruitment, enrollment, and retention of domestic students

Principal Activities

- Recruiting Domestic students through:
 - A yearly 4-week alternating marketing objective and working towards that objective
 - In charge of STCS/AWA social media accounts, and scheduling and posting on a regular basis (at least 1-3x per day)
 - Uses CRM platform to follow up with new student leads and making sure no students slip through the cracks
 - Creating and updating all recruiting documents including all promotional material, new student material and admissions information
- Retaining students through:
 - Following up with new students on a nurturing campaign
 - Reaching out to all students at least 3x per year to check in and solve any issues that may come up
 - Creating fun and engaging opportunities for current students to give them a great experience as a student

- Other duties include:
 - Assisting in our annual fundraising initiatives by helping organize and plan the events
 - Being the Marketing Intern Coordinator: setting up interviews, interviewing, hiring, and training interns to help assist with our marketing efforts
 - Others tasks as needed

Job Qualifications

- Bachelors degree in Marketing or related field
- 1-3 years experience in a marketing position
- Experience with CRM platforms

Behavioral Competencies

Accountability
 Drives for Results
 Action Oriented
 Attention to Detail
 Creativity / Innovation
 Follow Up
 Organizing / Planning

Revision Log

Revision Level	Description	Originator	Date
Creation		B.T	1/6/21