

Diocese of San Jose

Associate Superintendent, Marketing and Enrollment Director of Public Relations

POSITION SUMMARY:

The Associate Superintendent of Marketing and Enrollment is accountable for the effective supervision of schools in the Diocese of San Jose in the areas of marketing/enrollment and diocesan programs. In addition, this position serves as the Director for DSJ school Public Relations.

The Associate Superintendent is responsible for maintaining programs in alignment with the mission of the Department of Education. This position must maintain a positive working relationship with team members and ensure the consistent and positive enforcement of all diocesan expectations and policies.

DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING:

Marketing/Public Relations

- Monitor, evaluate and support the application of Blue Ribbon Schools
- Monitor, evaluate and support the application of Green Ribbon Schools
- Create procedures for and actively maintain relationships with parish pastors
- Maintain and regularly update the DOE website and social media accounts
- Design and successfully execute strategic positioning and promotion of Catholic Schools Week
- Serve as the DOE lead for the Faith Formation conference
- Monitor, supervise and approve school calendars

Enrollment/Retention

- Support the creation of and supervise the successful execution of site level marketing plans for
- each school
- Set and monitor site enrollment targets for each school site
- Oversee and provide support as needed for site use of Parent Square
- Oversee and support the Catholic schools athletic programs
- Support and promote a Catholic schools robotics program
- Support and promote Decathlon or Odyssey of the mind
- Oversee and take leadership on Hispanic enrollment
- Support, train and supervise effective implementation of and goal setting of site surveys (Education for the Future)

QUALIFICATIONS/REQUIREMENTS:

- Master Degree in Educational Administration or equivalent.
- Teaching and/or school administrative credentials preferred; at least five years classroom teaching and School Principal experience.
- Experience in analysis of student learning data, staff development, change management, and school improvement.
- Hands-on senior level management experience as a Director interfacing directly with decision makers.
- This role requires facilitation skills and the ability to work at all levels of the organization and with all stakeholders.

- Strong external and internal “customer satisfaction” focus.
- Exceptional communication and leadership skills.
- Respected team player capable of facilitating difficult decisions, while retaining actual and perceived impartiality.
- Excellent planning and problem solving skills.
- Very strong project management and meeting facilitation skills
- Extensive hands-on knowledge of business process documentation methods and tools

The candidate must be:

- A practicing Catholic in good standing and must have knowledge of Catholic school structure, culture, and issues. Respect and understand the need for confidentiality and ethical behavior and abide by those principles. Must have knowledge of school law as it applies to the functions of this position.
- Must have a high energy level and stamina for the demands of this position

HOW TO APPLY:

Please send cover letter and resume to jobs@dsj.org.