

SACRED HEART MAJOR SEMINARY

JOB DESCRIPTION	
Position Title: Assistant Director of Communications and Recruitment	Department/Office/Division: Enrollment Management
Title of Immediate Supervisor: Director of Enrollment Management & Registrar	Work Location: 2701 Chicago Blvd. Detroit, MI 48206
	Hours Authorized: 35 hrs./week
Approved by Director of Finance	Classification & Compensation: Exempt with salary range of \$50,000 to \$60,000

Assistant Director of Communications and Recruitment (Full-Time, remote work 3 days per week, 2 days per week in office)

Basic Function of the Position:

The Enrollment Management team at Sacred Heart Major Seminary is looking for a dynamic, mission driven professional with multi-faceted communications skills and experience to assist in our student recruitment and institutional marketing efforts. This position reports to the Director for Enrollment Management and collaborates with other members of the Enrollment Management team, as well as many other departments and entities within the Seminary and the Archdiocese of Detroit.

Key Responsibility Areas:

- **Communications/Marketing**
 - Compose and design promotional materials (digital and print) for SHMS academic programs with assistance from graphic design and marketing vendors
 - Compose, design and publish digital media campaigns targeted at key demographics to generate leads for academic programs
 - Assist with updating the SHMS website and other digital media in relation to student recruitment and admissions
 - Design, update and assist in the creation video content for student recruitment, new student orientation and other activities for academic programs
 - Provide support with video and photography assets as needed

- Provide support to the Enrollment Management team with correspondence, mailings, communications sequences, etc.
 - Assist all staff in student communication
- **Student Recruitment**
 - Assist Director with enrollment management and recruitment planning
 - Coordinate, schedule and lead recruitment activities at direction of the Director
 - Lead information sessions, recruitment tables, presentations, etc.
 - Provide support to Assistant Director of Admissions with follow up calls for admissions leads and retention as needed
 - Provides support for student information system (Populi) and CRM (HubSpot) data entry.
- **Enrollment Management Office**
 - Provide support to Assistant Registrar on correspondence and some student record management
 - Participate in weekly Enrollment Management team meetings, seminary staff meetings and other meetings as assigned by Director
 - Other duties as assigned by the Director

Qualifications:

- The ideal candidate is most of all a communicator - public speaking, writing, one-on-one dialogue and phone skills come naturally.
- Catholic in good standing with the Church, committed to advancing the mission, vision, and values of the Catholic Church, Sacred Heart Major Seminary, and the Archdiocese of Detroit.
- Experience with social and digital media management
- Experience using basic digital and graphic design software (Canva, Adobe Suite, etc) preferred.
- Familiarity with Google Suite and Microsoft Office products is required.
- Degree in communications, marketing or related field preferred and/or equivalent experience and demonstrated skills.
- Ability to prioritize and manage multiple tasks simultaneously.
- Ability to work two days a week from our main campus in Detroit, and work from home or flexed three days per week.
- Some evening and weekend hours are required.
- Must have reliable transportation and ability to travel locally as required by Sacred Heart Major Seminary.
- Ability to exercise sound judgment and confidentiality relating to student academic records.
- Must agree, upon acceptance of an offer of employment with the Sacred Heart Major Seminary, not to engage in, nor to endorse, any actions or beliefs contrary to the teaching and standards of the Roman Catholic faith and morality.

Qualified candidates should submit resume and cover letter (see *cover letter requirements below*) to:

Attention: Martin Vucinaj, Director of Finance/Treasurer
Email: Vucinaj.martin@shms.edu
Mail: Sacred Heart Major Seminary
2701 Chicago Blvd.
Detroit, MI 48206

Cover Letter Requirements for Assistant Director of Communications and Recruitment

All cover letters should specifically address the following topics:

- Review the mission statement of SHMS at <https://www.shms.edu/mission> and values at <https://www.shms.edu/values> and describe why supporting our mission and values would be important to you
- Please provide samples (URL's, screen shots, etc.) of digital or social media postings or campaigns that you have been involved in some way with creating, and why you think your approach was effective for the audience you were targeting.

Cover letters should be sent with the application, or upon request to vucinaj.martin@shms.edu. *Applications without cover letters that meet these standards will not be considered.*

Review of applications will begin November 13 and continue until the job is filled.

Sacred Heart Major Seminary is an Equal Opportunity Employer and considers all candidates for employment equally regardless of age, color, national origin, race, sex, disability status, protected veteran status, or any other characteristic protected by law.