



Our Lady of the Cross School

Communications & Enrollment Coordinator

1691 Grace Ave Lebanon, PA 17046

www.ourladyofthecross.org

717.500-6800

Position Summary:

Our Lady of the Cross School is seeking a passionate and mission-driven Communications & Enrollment Coordinator to lead and support initiatives in admissions, enrollment, and communication. The ideal candidate is a creative and organized professional who will promote our school's Catholic identity, increase visibility and engagement, and support the growth and vitality of our school community.

Key Responsibilities:

Enrollment & Admissions

- Coordinate and manage all aspects of the admissions process, from inquiry to enrollment.
- As contact for prospective families, provide a welcoming, informative, and faithful experience.
- Organize and execute enrollment events such as open houses, school tours, and shadow days.
- Maintain accurate and up-to-date enrollment records and generate reports as needed.
- Collaborate with administration to develop strategies to increase enrollment and retention.

Communications & Branding

- Develop and implement a comprehensive communications plan aligned with the school's Catholic mission and brand identity.
- Design and maintain high-quality print and digital materials for admissions, advancement, and community engagement (e.g. brochures, newsletters, event invitations, flyers).
- Coordinate the production and publication of the Annual Report, ensuring clarity, professionalism, and alignment with school values.
- Create and manage consistent, mission-aligned content across all social media platforms to highlight student life, events, academic achievements, and faith-based initiatives.
- Ensure all communication both internal and external is clear, consistent, and on-brand.

Advancement Support

- Support development and advancement initiatives by assisting with donor acknowledgements, sponsorships, and fundraising communications.
- Partner with school leadership to enhance relationships with alumni, parishioners, and the wider Catholic community.

Qualifications

- Practicing Catholic strongly preferred; must be supportive of and committed to our mission
- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- 2+ years in communications, admissions, or marketing, preferably in a school or nonprofit
- Strong writing, editing, and verbal communication skills.
- Proficiency in social media platforms, Canva, Adobe Creative Suite, or similar design tools.
- Organized, detail-oriented, and able to manage multiple tasks with grace and professionalism.
- Ability to represent Our Lady of the Cross with warmth, integrity, and commitment to mission.

TO APPLY

Visit www.ourladyofthecross.org/employment/

Submit requested documentation to dwaters@ourladyofthecross.org