



## Position Information Document

<b>Title of Role:</b>	Enrolments Manager
<b>Department:</b>	Marketing, Communications and Engagement
<b>Reports to:</b>	Director of Marketing, Communications and Engagement (MC&E)
<b>Stream:</b>	Other Professionals
<b>Classification:</b>	Grade 5
<b>Number of Direct Reports:</b>	Nil

### CATHOLIC EDUCATION SOUTH AUSTRALIA (CESA)

Catholic Education South Australia (CESA) comprises over 100 schools, approximately 9,000 staff and more than 50,000 students across the Archdiocese of Adelaide and the Diocese of Port Pirie. Catholic schools and the Catholic Education Office (CEO) work in partnership with families, children, and young people to give life to the Living, Learning, Leading Framework and to successfully position CESA as the leading education system and an employer of choice.

Catholic Education South Australia is committed to ensuring the safety, wellbeing and dignity of all children and young people. All CESA staff undergo screening to ensure they are fit to work with and protect children and young people. We uphold safeguarding values through thorough recruitment processes, ongoing training, support and supervision, and ensuring all staff are aware of safeguarding policies and procedures.

### MERCEDES COLLEGE

As a Catholic school in the Mercy tradition, we work in partnership with families enabling students to flourish in all aspects of their humanity – academic, social, emotional, physical - to help prepare them to be Leaders, for Life.

It is our vision to be a sustainable, internationally minded world-class school, providing a holistic educational experience for our students within a unique culture and community where we honour our Catholic traditions and live the Mercy Keys of Compassion, Loyalty, Justice, Integrity, Responsibility and Mutual Respect in our daily interactions and strategic decisions.

### POSITION OVERVIEW

The Enrolments Manager is a key position within the College, responsible for developing and executing comprehensive strategies to attract, enrol and onboard students.

As the primary point of contact for enrolments, the Enrolments Manager delivers an outstanding customer experience, fostering positive relationships and providing exceptional service that upholds the College's Vision, Mission, and Mercy Keys.

Working with autonomy and initiative, the Enrolments Manager manages enquiries, guides prospective families, and maintains accurate enrolment records. The role contributes to the College's enrolment targets by offering data-driven insights and supporting marketing initiatives in collaboration with the Director of Marketing, Communications and Engagement.

With professionalism and a commitment to continuous improvement, the Enrolments Manager navigates the challenges and opportunities of a dynamic educational landscape. By embracing change and adapting strategies, the Enrolments Manager ensures enrolment practices remain innovative and effective, strengthening the College's reputation for excellence and fostering a culture of growth and high standards.

### WORKING RELATIONSHIPS

- Principal
- Deputy Principal
- Heads of School
- Director of Finance
- Manager, International Marketing and Enrolments
- Teaching and non-teaching staff
- Prospective and current students and families
- Other external stakeholders
- Chief Operating Officer
- Enrolment Officer



# Position Information Document

## KEY RESPONSIBILITIES

### Strategic Enrolment Growth

- Working collaboratively with the Director MC&E implement key aspects of the enrolment strategy being overseen by the Chief Operating Officer to ensure alignment with the College's strategic plan and growth objectives.
- Analyse demographic trends and market data to identify and address opportunities and challenges within the evolving educational landscape.
- Provide evidence led advice and recommendations to the Director MC&E, Executive and Senior Leadership teams on enrolment targets, demographic changes, and potential growth markets.
- Using insights developed through extensive research and data interrogation, work collaboratively with MC&E team and other relevant stakeholder to identify, plan and implement enrolment campaigns that support the achievement of enrolment objectives.
- Work within the MC&E team, to enhance their culture of excellence, professionalism, and continuous improvement.

### Enrolment Process Management

- Coordinate the full lifecycle of the enrolments process from enquiries, applications, interviews, through to commencement ensuring the experience is efficient, inclusive, and customer-focused, and that it reflects the College's values at every stage.
- Manage waiting lists, ensuring transparent, fair, and timely communication with applicants throughout the process.
- Manage and maintain accurate and up-to-date records in the College's enrolment databases (e.g. Synergetic and/or SEQTA) and ensure accurate reporting of admissions data and other reports to key stakeholders.
- Ensure enrolment numbers are closely monitored to maintain optimal levels throughout the College, thereby maximising opportunities for enrolments.
- Manage applications relating to diverse learning needs in accordance with relevant legislation and in collaboration with the Learning Enrichment Team, ensuring all students are supported through equitable and inclusive enrolment practices.
- Work collaboratively with other departments, including academic, pastoral, and co-curricular teams, to ensure a seamless transition for new students.
- Work collaboratively with the Manager, International Marketing and Enrolments to coordinate activities across the entire enrolment life cycle, clarify targets and quota, and ensure common practices are maintained.
- Ensure compliance with internal enrolment policies and relevant legislative obligations and develop and evaluate enrolment department procedures, making informed recommendations for continuous improvements that support the achievement of department objectives and assist in delivering a positive, high impact enrolments experience.
- Execute projects that may arise to help improve enrolment outcomes across the College.

### Community Engagement

- Act as an ambassador for the College, engaging with prospective families, current parents, alumni, and the broader community.
- Organise tours, information sessions/evenings, Open Days and other events to showcase the College.
- Collaborate with the MC&E team to design targeted advertising/communication campaigns to raise/maintain the College's profile.
- Represent the College at events e.g. graduations, assemblies, etc., to remain engaged with and connected to community.
- Maintain a customer relationship database and, in collaboration with Heads of School and the MC&E team, build and sustain strong partnerships with feeder schools and external stakeholders by conducting research to identify key contacts, providing them with necessary information, and nurturing ongoing relationships that support departmental goals.



# Position Information Document

## PERSON SPECIFICATION

- Commit to upholding and actively contributing to the Catholic ethos of the school.
- Demonstrated knowledge, skills and practical experience in supporting strategic and operational enrolment processes and related activities to effectively support the school's vision, mission and strategic plan.
- A 'customer experience' mindset, proactively seeking out ways to enhance the experience of prospective and current families through the enrolment and induction process.
- Highly developed interpersonal skills to develop a positive rapport with others and build engaging, credible, trusting and respectful relationships.
- Excellent written and oral communication skills to be able to effectively communicate with prospective and current families and colleagues across the College in a manner suited to each audience.
- Excellent organisational and time management skills with the ability to prioritise tasks effectively, and capacity to operate with agility to respond to critical needs as they arise.
- Able to initiate, analyse, plan, execute and evaluate enrolment and associated matters and generate and evaluate ideas through analysis of information and concepts to meet the needs of the College.
- Demonstrated ability to undertake research, evaluate information and use for forecasting and planning purposes to inform leadership with enrolment related decisions.
- Without need of guidance, self-manage performance of work utilising high level discretion and judgement, with accountability for achieving own outcomes within required timelines and standards.
- Ability to exercise substantial autonomy in decision-making when managing the enrolments process using a wide range of highly specialised technical and conceptual skills.
- Advanced ICT skills including Microsoft Office, desktop publishing skills and ability to efficiently navigate databases and systems.
- Proficiency in digital platforms, enrolments management software, CRM systems and school management systems, or ability and willingness to quickly learn.
- Demonstrated ability to handle sensitive information and situations with professionalism and confidentiality.

## ROLE REQUIREMENTS

- Relevant tertiary qualifications (Marketing or Communications) of at least 2 years of study and/or demonstrated experience in a comparable role. Experience working in the Education sector is desirable.
- Act in accordance with the CESA Code of Conduct and the Charter for Staff in Catholic Schools in South Australia.
- Hold a current acceptable Working with Children Check (WWCC) clearance & screening to work in Catholic Education South Australia.
- Hold current certification in Responding to Risks of Harm, Abuse and Neglect in Education and Care Settings.
- First Aid Qualification as directed by the school.
- As a worker, comply with the SA Work Health & Safety Act 2012 and, while at work, take reasonable care for their own health and safety:
  - Take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons.
  - Comply, in so far as you are reasonably able, with any reasonable instruction given by the employer.
  - Co-operate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers.
- Being vaccinated against COVID-19 is not mandatory for CESA staff. It is highly recommended for all CESA staff to maintain vaccination status as recommended by the policy.

This position information document indicates the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.