

Marketing & Development Director for Immaculate Conception Regional School

Mission Statement

Immaculate Conception Regional School (ICRS) provides a faith-centered education rooted in Catholic beliefs and values for students in Skagit and surrounding counties. We emphasize the spiritual, moral, intellectual, and physical development of our students while fostering a strong sense of community among students, parents, and staff.

Position Overview

Immaculate Conception Regional School (ICRS) seeks a mission-driven Marketing & Development Director to lead enrollment, marketing, fundraising, and community engagement efforts. This highly visible leadership position plays a key role in advancing the school's mission and supporting the school's growth and sustainability by building relationships with families, donors, alumni, parish partners, and the broader community. The ideal candidate is an organized, creative, and relationship-focused professional who thrives in a collaborative environment and can successfully manage multiple projects simultaneously.

Key Responsibilities

Enrollment & Admissions

- Lead student recruitment and retention efforts
- Manage inquiries and guide families through the admissions process
- Conduct school tours and coordinate enrollment events
- Track enrollment data and support enrollment goals

Marketing & Communications

- Manage school branding, marketing, and public relations
- Oversee school website content, social media, newsletters, and email communications
- Create promotional materials, advertisements, event marketing and enrollment campaigns
- Share the school's story through engaging content and community outreach

Fundraising & Advancement

- Lead annual fundraising initiatives, donor stewardship, and sponsorship outreach
- Plan and execute major fundraising events, including the annual auction, Jog-A-Thon, annual giving campaigns, and special appeals
- Cultivate relationships with donors, alumni, volunteers, and community partners
- Research and apply for grant opportunities
- Manage fundraising communications, reporting, and volunteer coordination

Leadership & School Engagement

- Collaborate closely with the principal and leadership team to advance strategic school goals
- Support school-wide initiatives, events, and community-building efforts
- Build and maintain strong relationships with families, parish partners, and community organizations
- Serve as a visible ambassador for the school and its mission

Qualifications

- Bachelor's degree preferred
- Experience in admissions, marketing, fundraising, communications, event planning, nonprofit management, or a related field
- Excellent written and verbal communication skills
- Strong organizational and project management abilities
- Ability to manage multiple priorities and work independently while collaborating with a team
- Proficiency with digital marketing platforms, social media, and database systems
- Commitment to the mission and values of Catholic education

Desired Attributes

- Practicing Catholic
- Knowledge and understanding of the ICRS community
- Relationship builder and community connector
- Creative, proactive, and detail-oriented
- Flexible and adaptable in a fast-paced environment
- Strong problem-solving and leadership skills
- Passion for helping students and families thrive

This is an exciting opportunity to make a meaningful impact on the growth and future of a thriving Catholic school community.

Compensation:

This full-time, hourly position pays \$27-\$30 per hour based on experience. Hours are flexible and family-friendly with overtime expected during the auction season.

A comprehensive package of benefits is offered including two medical plan options, dental, vision, life, accidental death and disability, pension, 403(v), HSA, FSA, and generous sick leave, vacation, and holidays.

To Apply, use this link to Frontline:

<https://www.applitrack.com/seattlearch/onlineapp/JobPostings/view.asp?FromAdmin=true&AppliTrackJobId=10995&AppliTrackLayoutMode=detail&AppliTrackViewPosting=1>

Contact Principal Sarah Rutherford rutherford@icrsweb.org. with questions. Follow-up phone calls are welcome at (360) 428-3912.