



## Job Description/Director of Enrollment and Marketing

**Reports to:** Head of School  
**Hours:** Full Time 7:50 a.m. – 4:00 p.m.  
**Position Purpose:** To carry out faithfully all the responsibilities of a Christian Director of Enrollment and Marketing as described in the Christ Church School mission

**General Description:** In the context of fulfilling the vision of Christ Church School, the Director of Enrollment and Marketing serves as a member of the school's administrative team with lead responsibility for enrollment management, marketing and internal/external communications. The Director of Enrollment and Marketing is responsible for the overall direction of student and family recruitment, enrollment, re-enrollment, and the fulfillment of admission goals for all school programming inclusive of PK2 and PK3 after-school, one day camps and holiday camps. The Director envisions, plans, and executes all processes designed to grow and sustain a mission-serving student enrollment and re-enrollment representing both the internal and external markets. They must be able to maintain a climate of confidentiality and collegiality. This is a full-time 12-month administrative position reporting directly to the Head of School. Optimism and professionalism, as well as the capacity to communicate with a wide range of personalities and constituents, will be required.

This individual seeks and develops positive relationships with other leadership positions to ensure that interrelated initiatives meet the school's annual and longer-term enrollment objectives. The position requires grace in treating families with courtesy and tact. In the same way, a high "EQ" (emotional quotient) is needed. This person must reflect Christ Church School's warm, caring, peaceful, and child-centered orientation. This is a leadership position in the School, requires an unwavering commitment to professionalism and a thorough and complete understanding of all Crisis Management protocol. Technological proficiency with Mac & PC based software programs, spreadsheet management, Rediker Admissions Plus, social media platforms and standard communication technology is essential to the success of this position.

### Mission Statement

Christ Church School serves as an outreach ministry which emphasizes academic excellence and nurtures the spiritual, physical, cultural and social development of students in a compassionate, disciplined Christian environment.

### Qualifications

- BA/BS or MA/MS in a related field
- Demonstrate ability to interact with parents, students and teachers effectively
- Highly effective communicator, both spoken and in print/electronic media, who is comfortable speaking and listening to the full spectrum of school stakeholders
- Related experience in the area of online identity through 21<sup>st</sup> century media
- Able to deliver outstanding messaging to our families and a strong customer- and service-oriented focus
- Experience authoring view books, advertisements and various online communication
- Strong leader with integrity, high moral standards and charisma who is people-oriented and truly welcomes the perspectives of the entire CCS community
- Caring about children and families within and beyond the school
- Demonstrate a creative approach to problem solving
- Excellent interpersonal, communication and organizational skills
- Independent School experience preferred
- Teaching experience, primary/elementary grades preferred

- Leader who is committed to expanding the horizons of education technology as set forth by the International Society for Technology in Education Standards for Administrators

#### **Christian commitment as CCS employees or personnel**

- Demonstrate love for God
- Demonstrate love for students
- Demonstrate Christian professional competence and vision
- Communicate effectively according to biblical standards
- Build Christian community within and outside the school
- Remain an active member of a church whose teaching agrees with the statement of beliefs of this school and Christ Church United Methodist

#### **General Description/Required Related Knowledge, Skills and Abilities**

##### **Enrollment**

- Tangibly and personally serves all aspects of the admission funnel experience, from inquiry to enrollment to re-enrollment, in all areas of school programming, including PK2-3 after-care, clubs, summer and auxiliary programs
- Initiate, plans and creates after-school, summer and auxiliary programming, including being directly responsible for the management/oversight of these activities and additional personnel
- Understand CCS and its placement on the spectrum of “price, process, or product” and uses that information to guide parents to the “right fit” school to best meet the educational needs and goals of their family
- Accurately and astutely shares Christ Church school’s vision, mission, educational philosophy, and curriculum/programming opportunities, to promote “buy in” and foster assimilation and successful transitions among new student populations and their families
- Organizes and administers the program for need-based financial aid in partnership with the Director of Purchasing and Business Services; Serve on the Financial Aid Committee
- Ensure that admissions policies and procedures, current and future composition of the student body is aligned with the mission of the school
- Determine the optimum enrollment and establish achievable enrollment targets for the next three to five years (Direct, manage, and steer enrollment numbers across grade levels)
- Cultivate sustainable relationships by establishing a climate of approachability, honesty, integrity, and professionalism, that best advances the school’s mission
- At the Direction of the Assistant Head for Academics and Admissions, gauge prospective parent interest in new curriculum/programming strands that best meet the academic needs of 21<sup>st</sup> century students— then conveys those reflections back to school leadership to help drive the acquisition of new, innovative, and/or redesigned curriculum platforms to maximize student opportunity
- Maintain professional affiliations and participates in professional growth experiences to ensure that the office of admission and enrollment management employs at all times a “best practices” approach that is data-driven
- Robustly seek to maintain an *ongoing* understanding of the school’s mission and educational philosophy, as well as the student’s experience, through regular engagement with members of the faculty, and the students and their families—to ensure that “*we are who we say we are,*” and that we are delivering on the promises and commitments made during the admission experience
- Collaborate with other learning community stakeholders, to promote and achieve an “advancement model delivery” of all admission, marketing communications, and development functions
- Evaluate continually and redesign where appropriate all aspects of the admissions and marketing program with the goal of maintaining a capacity enrollment of qualified students and a waitlist of qualified applicants
- Is highly motivated and passionate about meeting and exceeding goals
- Oversee graduate placement for Middle School

- Keep relevant statistics on all aspects of the admission and re-enrollment program and provide reports to the School Board
- Utilizes appropriate and ongoing methods and tools for collecting data to inform school improvement

### **New Students**

- Lead the enrollment management of the school and program of admissions of new students
- Seek an enrollment of mission-appropriate students consistent with the CCS curriculum culture and program through clearly stated admissions and financial assistance policies
- Manage application procession: requesting academic and behavior reports, meeting with Director of Teaching, Learning and Academics, scheduling interviews, testing, guiding admissions review faculty teams, and coordinate/conduct campus tours
- Supervise, schedule, plan, and market the school's open houses and other outreach opportunities
- Manage the development and distribution of promotional materials that interpret the school to prospective students
- Manage prospective family contact information and follow up communications
- Meet with new PK2 families and conduct visit/evaluations for admittance to the PK2
- Ensure families complete all necessary enrollment paperwork such as health documents, family contact information, emergency care consent, learning support documents, financial aid application, etc.
- Oversee data entry into Admission Plus and manage reports
- Assist families with understanding tuition payment options and determining variable tuition rate
- Notify faculty and staff when new students enroll
- Link new families with an existing "ambassador" family

### **Student Withdrawals**

- Uphold a procedure for students whom the school can no longer effectively serve and notify the Assistant Head for Academics and Admissions to counsel the student and his/her parents in their search for a more suitable schooling option
- Support the Assistant Head for Academics and Admissions to work with family to resolve any issues if applicable
- Conduct an exit interview with family, document reason for leaving, and tract reasons
- Notify faculty and staff of withdrawal and file with the business office and Executive Secretary

### **Marketing and Communications Program**

- Support the oversight and implementations of the school's brand platform and communication plan, inclusive of website content
- Direct, create and budget for all marketing materials, online advertisements, mailings and publications
- Marketing the school by showcasing the vision and mission to communicate with prospective families
- Utilizes the unique constituent relationship-building opportunity to cultivate a culture of annual giving

### **Internal Communications**

- Monitor all internal communications, communications plan and brand platform
- Work with the Director of Communications to ensure effective and consistent school-wide communication among all departments

### **Marketing, Advertising and Public Relations**

- Provide leadership for school-wide communications; develop and implement a Public Relations plan
- Develop marketing and advertising plans to assist Director of Communications and Director of Development with the implementation
- Work with Director of Communications and Director of Development to create social media campaigns and target goals for regular postings

- Remain abreast of effective marketing concepts and techniques; oversee their implementation
- Work to position CCS as a unique and diverse institution through media, community engagement, and educational magazines, as well as in FCIS, AISF and AdvancED.
- Promote the school by building relationships with local media, this includes writing press releases
- Use appropriate, effective and sensitive communication modes to communicate the school's philosophy, needs, mission, accomplishments, and institutional operational information to all staff and constituents of the school
- Advise the school administration of public relations implications of major school decisions, events, issues, etc.

#### **Administrative Duties/ Supervision**

- Model the values of the School in interactions with students, families, staff, and the community
- Develop, with the Director of Finance and Operations, recommendations for new administrative policies, personnel needs, annual budgets, marketing plans, etc., as needed
- Track and control budgetary spending for marketing budget categories, funds, and accounts
- Oversee and direct some PTO events; Welcome Back Coffees, Mother's Brunch, and Father/Daughter Dance
- In partnership with Director of Teaching, Learning and Academics prepare master school class lists and assign teachers and students to classes
- When applicable hold scheduled meetings as necessary, to maintain records of such meetings, and post on the school's shared drive
- Supervise in partnership with the Director of Development the network of parents, former parents and alumni to assist with advancement of the school; utilize Sustain Software System
- Serve as Chair of the Identity and Image Strategic Planning Committee
- Serve on Development Council, record and distribute minutes
- Coordinate and acquire substitutes as requests are received (after school hours) on evenings, weekends and holiday breaks
- Perform other duties as assigned by the head of school and support the school and its leadership

#### **Physical Activities**

- Stooping, kneeling, reaching, walking, lifting, fingertip work, talking and hearing.

#### **Physical Requirements**

- Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

#### **Visual Acuity**

- Required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures, transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication of parts at distances close to the eyes.

#### **Environmental Factors**

- The worker is subject to both environmental conditions: activities occur inside and outside.

The CCS administrative team is expected to lead by whom they are and how they relate to others as much or more than by the work they prepare and deliver.