



## Job Description: Admissions Director

*"Discipling young people to make a difference in their world"*

<b>Job Classification:</b>	Administration
<b>Provisional Period:</b>	Yearly contract based on annual evaluation
<b>Department:</b>	Central Services
<b>Assignment Category:</b>	Full-time

### Job Description Summary:

The Admissions Director is directly responsible for Preschool through High School student recruitment, retention, enrollment, reenrollment, DCS branding, Admissions policies, and all aspects of DCS Admissions. This includes ensuring consistency of practice with the registrars, the supervision of the P-6 Admissions Coordinator and the International Student Program. The Admissions Director is accountable for the development and implementation of the DCS marketing plan.

### Ministry Description Summary:

He/she has a calling in his/her heart to serve God as a staff member; who is assured of his/her personal worth and professional competence, both being in balance with the Scriptures; who leads a consecrated life before the Lord, co-workers, and students, and is a committed follower of Jesus Christ. He/she shows a high degree of professionalism and responsibility in the fulfillment of his/her duties as a staff member of DCS.

### Specific Job Duties:

#### Admissions:

- Recruit and enroll new DCS families
- Meet with new families in DCS to ease their entry into the DCS family
- Create and implement a program designed to retain new families
- Facilitate all communications with prospective families (i.e., email, phone, walk-in, campus tours, shadowing, and events)
- Oversee all Admissions events and assist with other events, as needed
- Develop, analyze, and manage all enrollment materials, web interfaces, processes, and strategies
- Schedule and lead regular Admissions Committee meetings
- Maintain, track, and present enrollment and admissions data, established goals and all efforts/activities of this office via monthly written reports to the Head of Schools
- Develop a solid knowledge and ability to communicate DCS curriculum, programs, co-curricular activities and admissions criteria to potential families
- Coordinate reenrollment processes with Preschool, K-6, Junior High and High School, tracking returning/non-returning families
- Direct ISP admissions of international students; help facilitate applications and other pertinent documents
- Create and manage the Admissions budget, ensuring numbers stay within the budget
- Facilitate surveys for new families and for families who choose to withdraw.
- Other duties as assigned by the Head of Schools

**Marketing Job Duties:**

- Ensure and implement active marketing of Desert Christian Schools
- Be familiar with and continually stay on top of current trends in marketing
- Build an annual marketing budget, with input from the Principals and the Head of Schools

**Promotions:**

- Represent DCS in the community through contacts with other schools, attending events and public forums
- Represent DCS at information events of community schools
- Oversee Tax Credit workshops at DCS and in churches

**International Student Program:**

- Recruit host families for the ISP.
- Responsible for the supervision of the ISP host families, ensuring ISP goals are met.

**Additional Job Duties:**

- Meet with families at their convenience (will include some evening times, weekends, and over school holidays to accommodate visiting families)
- Coordinate, schedule, market, and lead monthly evening tax credit workshops in collaboration with the Business Office and tax credit organizations
- Organize and coordinate all aspects of 8<sup>th</sup> Grade Shadow Days, Discover Days, and all additional admissions events (including evenings and weekends, as necessary)
- Assist with other events, as requested (e.g., Pastors Appreciation, Fall Fundraiser, Back to School nights, etc.)

**Performance Standards/Skills:**

- Salesmanship
- Teamwork
- Strong leadership skills
- Organizational skills
- Ability to multi-task
- Public Relations skills
- Highly proficient in FACTS software

**Job Factors:**

- **Minimum education level required:** Head of Schools' discretion
- **Minimum experience level required:** Experience working in Admissions, *preferred*
- **Reports to:** Head of Schools
- **Supervision exercised:** Admissions registrars, P-6 Admissions Coordinator
- **External contacts:** Marketing contacts, local media, churches, schools, tax credit organizations