

# Admissions Director: Job Description

## **Position Title:**

Admissions Director

## **General Description:**

Promote Grace Lutheran School – a ministry of Grace Lutheran Church. Work with the school's administration to increase the school's enrollment. Your primary responsibility is to increase the number of inquiries, visits, and applications to the school. You do not have direct responsibility to determine a student's actual admission.

## **Qualifications:**

The Admissions Director will:

- Be an active member of a Christian congregation, preferably Lutheran
- Be physically and emotionally healthy, poised, punctual and enthusiastic
- Be an outgoing professional with experience building relationships and a passion for school ministry and saving the lost
- Be a proactive and a strategic thinker
- Be an energetic team player
- Be goal and task oriented with strong organizational skills
- Be able to work autonomously, answering to the Principal
- Be able to travel occasionally for professional development
- Have strong proven interpersonal skills to deal effectively with school leadership and other staff, and with people of the community
- Have the ability to actively listen, good observation skills
- Have strong communication skills (written and oral)
- Have integrity in all dealings

## **Duties:**

The Admissions Director will:

1. Direct the admissions process from point of inquiry through enrollment, including follow-up contact.
2. Present the school to prospective students and parents, which includes systematic and efficient handling of applications and communication with candidates and their parents; tours of the institution; interviews with candidates and their parents; arrangements for admissions testing – if needed; securing of necessary student credentials; and coordinate with the principal on communicating final decisions to the appropriate individuals through letters or email. Keep detailed records of all prospective students.
3. After enrollment, direct parents to the appropriate staff person when inquiries arise about classrooms or the school.
4. Once a student is accepted into Grace, help the family assimilate into Grace's community and continually work to ensure parents are feeling good (damage control) about Grace.
5. Develop, with the principal, the admissions budget and appropriate admissions materials
6. Develop, with the principal, appropriate marketing materials, ads, mailings, web pages and publications that interpret the school to prospective students and the community.

7. Initiate, create and attend activities intended to interest parents and potential supporters in sending students to GLS.
8. Promote good relationships and create networking opportunities and support for representatives with outside institutions or groups (schools, churches, day cares, community groups, real estate agencies, etc.) that can be helpful in attracting quality students. This may include visiting with them.
9. Continually evaluate, and redesign where appropriate, all aspects of the admissions program with the goal of maintaining a capacity enrollment of qualified students and a wait-list of qualified applicants.
10. Track the re-enrollment of current students for the succeeding year with constant monitoring of attrition and retention.
11. Attend school functions and interacting with the students, parents, and guests.
12. Make sure that pictures are taken of students in classrooms, on field trips, and during special activities and using them for publicity.
13. Regularly provide written and oral reports to the principal of work accomplished and action plans for future projects.
14. Send at least 2 articles per month to the local newspaper.
15. Together with the principal write a weekly school update for the church bulletin/newsletter.
16. Oversee a network/data base of parents, former parents and alumni to assist in the admissions program.
17. Be willing to adapt and change as school needs develop.
18. Represent the school at various gatherings and conferences related to admissions.
19. Attend both staff and administrative staff meetings as needed.
20. Weekly monitor web page/Daily update Facebook and Twitter
21. E-mail daily itinerary to administrator (if going to be off campus)
22. Make sure that items on the school web site are current and have Dan update
23. Keep the admissions materials up-to-date and full on the various display boards throughout the building.
24. Acknowledge those within our current school community who join in our efforts to promote our school (thank-you cards, hospitality gifts etc.)
25. Assist in the office, as time allows – not sacrificing admission work, answering the phones and assisting with school matters as directed or mutually agreed upon with the principal.

**Hours:**

This is a part-time position (21 hours per week for 12 months – Monday, Wednesday and Thursday from 8:45 – 3:45). It is expected that you will devote all of the time required to fulfill your responsibilities and that you will give your best effort to this position. You will be under the direct supervision of the Principal.