



Assistant Director of Admissions and Enrollment

Job Description

Job Title: Assistant Director of Admissions and Enrollment

Reports To: Director of Advancement

Contract: Full-time

Zeeland Christian School seeks an innovative and experienced leader to become our Director of Admissions and Enrollment. The Director of Admissions and Enrollment reports to the Director of Advancement. The Director is responsible for providing creative vision and dynamic oversight for all admissions and enrollment operations. The successful candidate will have demonstrated the ability to coordinate a program that will effectively attract, enroll, and retain qualified students for our school.

Overall

- Work closely with the Director of Advancement and administrative team on the development and implementation of the enrollment management plan.
- Work closely with the Director of Marketing and Communications to implement lead generation strategies for all campuses and programs.
- Provide leadership and oversight to the admissions and enrollment staff.
- Work closely with the Director of Finance to develop a tuition and financial aid strategy that maximizes enrollment and net tuition revenue.
- Establish and strive to reach enrollment goals for admissions and retention.
- Establish and strive to reach activity goals (inquiries, contacts, visits, etc.).
- Provide a data-driven enrollment management strategy.
- Develop and manage budgets for admissions and retention.

Admissions/Recruitment

- Develop, implement and manage the new family/student recruitment plan.
- Aggressively strive to reach and/or exceed all of the recruitment goals for inquiries, campus visits, acceptances, deposits, and new student enrollees.
- Provide a world-class customer-centered campus visit and open house program.
- Provide an aggressive, systematic follow-up strategy and sequence for all inquiries and applicants.
- Increase awareness of the school throughout our community, including churches and child care centers.
- Encourage and facilitate the involvement of parents in the recruitment strategy.
- Create and work with a team of parent volunteers in the parent ambassador program.
- Motivate and facilitate the involvement of all faculty and staff in the recruitment process.
- Report weekly on the progress toward recruitment goals.

Enrollment/Onboarding

- Oversee the Enrollment Coordinator as they manage and implement a world-class customer-centered admission to enrollment process.
- Oversee the Enrollment Coordinator as they implement the onboarding process for new families.

Retention/Re-recruitment

- Develop, implement and manage the retention strategy and process by becoming the champion for retention at the school.

- Aggressively strive to reach and/or exceed all of the retention goals as determined by the Dir. of Advancement.
- Encourage and facilitate the involvement of parents in the retention strategy.
- Provide oversight and implementation of the continuous enrollment process and strategy.
- Present issues to the school leadership team that impact retention.
- Report on the retention of students and families on a weekly basis to the Dir. of Advancement and on a monthly basis to the leadership team.
- Motivate and facilitate the involvement of all faculty and staff in the retention process.
- Develop intervention and follow-up with families and students “on the fence.”

Essential Skills

- **Goal Oriented** – The director must have the ability to set goals and be motivated to reach them.
- **Results Driven** – Admissions and Enrollment are all about results, and the director must be driven to achieve the results that will make the difference at Zeeland Christian School in these areas.
- **Strong Communicator and Promoter** – The director should effectively communicate and promote the school to prospective parents, current parents, community contacts, and more. Strong communication skills are essential for a successful director and should include both written and verbal abilities.
- **Initiative** – The director must take the initiative to make things happen and get things accomplished; the coordinator will provide leadership to the implementation of an aggressive marketing and communication strategy.
- **Personable** – The director should be very personable and easy to talk to since this individual will be the first point of contact for many at the school.
- **Passion** – The director must be passionate about Christian education and Zeeland Christian School.

Spiritually

- Acceptance of ZCS’s Statement of Faith
- A strong, clear, Christian testimony
- A mature, godly spirit

Personally

- A lifestyle of Biblical integrity
- A spirit of dedication, commitment, flexibility, and responsiveness to the needs of others
- The ability to listen and respond to feedback
- A solid philosophical commitment to Christian education and the mission of Zeeland Christian School
- Personable
- Driven
- Takes initiative
- Relationship-based sales mindset