

Admissions, Marketing, and International Student Director

Reports to the Head of School
Member of the Leadership Team

Contract, Full-time position
Dynamic Proponent of Christian Education

Primary Responsibilities:

1. Manage a well-organized Admissions office that attains consistent growth in the school's enrollment.
2. Develop and administer a marketing campaign that promotes enrollment to capacity of resources and initiates a waiting list.
3. Develop and build relationships with current and new International student organizations to bring additional new International students to our school each year.
4. Create vital relationships with feeder schools and create an admissions stream for MCA.
5. Enhance awareness and knowledge of MCA throughout the community utilizing multiple platforms.

Admissions Director

Responsible for all aspects of the Admissions process for grades K-12 including:

- Developing and implementing recruitment strategy
- Shepherding students and families through the admissions process
- Scheduling and conducting tours
- Scheduling student shadow days
- Conducting initial screenings of candidate/families
- Tracking and reviewing candidate applications as they progress through the admissions process
- Consistent follow up via email and verbal conversations with families before, during and after the admissions process
- Conducting new family
- Organizes the registration of new students with the registrar
- Conducts new family information meetings for newly enrolled families
- Works with the Head of School, IT Dept., Registrar, and Business Office to ensure a smooth process for families to re-enroll.
- Responsible for ensuring all re-enrollment forms are complete, accurate, and easy to use.
- Responsible for ensuring the enrollment process in Blackbaud Tuition Management is clear, correct, and easy to use.
- Analyzes re-enrollment information. Tracks re-enrolled families, families who have not yet re-enrolled, and coordinates with administration to encourage 100% re-enrollment.
- Develop relationships with feeder schools for MCA
- Develop and keep current, a list of all potential feeder schools to MCA.
- Visit potential feeder schools and build relationships with them. Send them current information about the school or events that might be interesting to that clientele.

- Invites students from potential feeder schools, to special visitation days at our campus and coordinates those visitation days.
- Coordinate Admission Open Houses, Kindergarten Roundup, and a New Family Dinner with all leadership team members.
- Maintains a close working relationship with leadership in the Elementary and Secondary school as well as the District Office.

Marketing Director

- Develops the overall marketing campaign for the school and works strategically with the school's families to ensure an engaging and effective identity to the community.
- Creates aesthetically pleasing, branded digital content for social media/website and updates all platforms daily.
- Designs and implements additional website pages, elements, layouts, etc. as needed.
- Prepares and executes a timely advertising plan for student recruitment and school recognition and loyalty using social media and other publications. This includes a brand strategy to maintain consistency, brand recognition, and loyalty.
- Develops and tracks intentional word of mouth marketing opportunities within the school families and the community when possible.
- Reviews options for new marketing channels. Oversees the implementation of the strategy including review of website and social media analytics along with other digital marketing and PR.
- Responsible for engaging in effective community outreach to expand the schools' reputation in the area, utilizing different mediums as the social climate and budget allows.
- Assist various internal departments with graphic design/digital content creation to promote various school functions and events while remaining on brand.
- Undertakes continuous analysis of the competitive school environment and any changing trends that may affect enrollment. Reviews website for accessibility for and marketing to prospective families.

International Director

- Works directly with international agencies in the recruitment of international students from various countries. This includes conducting initial screenings of the candidate/family and assisting the agencies, when possible, in obtaining suitable Christian host families.
- Maintains contact with the agencies regarding their students during the school year and acts as a liaison between the school or principals and the agencies as needed.
- Creates and distributes a Host Family Parent/Student Handbook that is specifically for international students and their host homes.
- Responsible for acclimation of international students and alternate I20 contract for the US government along with the school registrar as the primary contact.
- Seeks to find and develop relationships with new organizations that bring International students to the United States.

- The Director may also be involved in the overall academic achievement of the students and the evaluation of their subject mastery in terms of eligibility for the English Enhancement summer program.

Additional Responsibilities

- Write a monthly Board reports to include detailed data in each area of responsibility, and a monthly enrollment (and re-enrollment as applicable) report, to be provided to the Head of School.
- Other duties, as assigned.

Additional Requirements:

- Born again Christian who can eagerly sign and agree with our school's Statement of Faith.
- Be passionate about Christian education and able to communicate that effectively.
- Bachelors degree (preferred areas of expertise: Marketing, Communications)
- Knowledge of computer systems, technology, and programs used in the admissions process.
- Drive, Determination, Tenacity, Follow-through, Organization, and Perseverance to find and bring in wonderful families to MCA.
- Strong communication and computer skills
- Ability to obtain and maintain Association of Christian Schools International (ACSI) Certification (www.acsi.org)

Ideal Candidate Profile: The ideal candidate would have a Marketing degree and experience in Marketing, have strong writing skills, and be well versed in Canva and Adobe Illustrator. The ideal candidate would also have photography, videography, and audio file editing experience and a background in website design.