

# Director of Admissions and Marketing Job Posting



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**School Name:**

Resurrection Christian School

**Position Closes:**

June 15, 2017

**Website:** [www.rcschool.org](http://www.rcschool.org)

**DESCRIPTION:** Resurrection Christian School is seeking a full-time Director of Admissions and Marketing that is passionate about ministry and Christian education. This individual will be a strong face for the school and must have the passion, drive, personality, and vision to maintain and continue the growth at RCS.

**JOB DESCRIPTION: Director of Admission and Marketing**

Reports directly to the superintendent.

- To oversee the program of admissions of new students to the school.
- To present the school to prospective students and parents, which includes systematic and efficient handling of applications and communication with candidates and their parents; interviews with candidates and their parents; arrangements for admissions testing; securing of necessary student credentials; and communicating final decisions to the appropriate individuals.
- To oversee the admission office, creation of the admissions budget, and appropriate admissions and marketing materials, mailings and publications.
- To organize and administer, with the head of school, the Financial Aid Committee, the program for scholarships and financial aid.
- To 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 goal of a wait-list of qualified applicants which consist of at least 5% of the maximum class size for each grade.
- To manage the re-enrollment of current students for the succeeding year with a goal of 95% retention.
- To oversee the network of parents, former parents and alumni to assist in the admissions program.
- To keep relevant statistics on all aspects of the admission and re-enrollment program.
- To represent the school at various gatherings and conferences.
- To perform other duties as assigned by the superintendent.

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## **Marketing/Communications:**

- Work with Director of Development to plan and execute programs that enhance public perception of the school.
- To initiate and lead activities intended to interest parents in sending students to RCS: press releases on events, oversight of the web site, and day to day contact with the news media.
- To identify emerging marketing strategies and tests their effectiveness and reports on their results.
- To provide networking opportunity and support for admissions directors and marketing representatives at individual schools to plan joint efforts to raise visibility of independent schools and to work on specific school-based marketing issues.
- To designs and place ads on social media and other “best practice” venues.
- Prepare marketing plan with the Director of Development for RCS and oversee distribution.
- Oversee district communication to internal and external market
- To perform other duties as assigned by the superintendent.

## **REQUIRMENTS:**

- Bachelor's degree in marketing, sales, administration, business management or similar.
- Experience in Christian schools or church ministry
- Strong computer skills (Microsoft, Excel, & Outlook)

## **PREFERRED QUALIFICATIONS**

- **Experience with Renweb student management**
- Experience with Google platform, CRM or customer relationship management software
- Experience in private schools
- Demonstrated effectiveness organizing and leading complex projects that produce results
- Experience with admissions with increased registrations

## **Personal qualities, beliefs and values**

- Excellent verbal and written communication
- Proven strong character in home, church, work place, and community
- Proven faith and heart for ministry
- Passionate about the mission of Christian Education

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**About RCS:** Resurrection Christian School is raising up Christian leaders who are boldly Christian, academically equipped, and globally prepared. Our vision is to provide unparalleled Christian education to a community of families from a wide range of denominational and economic backgrounds. RCS serves a diverse community including students from multiple cities and churches along the Front Range and surrounding areas of northern Colorado. We have grown from a student population of 430 to 1,400+ students in the last 11 years.

**School Population:**

Total school preschool – 12<sup>th</sup> grade is around 1,400 students.

**Position Start Date**

07/17/2017 (Possibly earlier)

**Salary Range:** Commensurate to education, experience and qualifications.

(Range: \$45,000 - \$75,000)

**Application Notes**

Complete application packets should be filled out online at [www.rcschool.org](http://www.rcschool.org) under the employment page. All applications will require:

1. Introduction/cover letter
2. A completed and signed application accessed from website
3. A current professional resume
4. Copies of college transcripts/credentials
5. Three recent (dated within the past two years) of recommendation

Complete the RCS online application  
at <http://www.rcschool.org/about/employment/>

\*\*\*PARTIAL APPLICATION PACKETS WILL NOT BE ACCEPTED\*\*\*