

Admissions Director - Job Description

Purpose of the Position:

The Admissions Director communicates the mission of the school, our admissions criteria, and the portrait of a DMC graduate to parents inquiring and seeking enrollment. This position is responsible for beginning relationships with new families, enrolling students, and transferring the family relationships to the respective Schools.

Position:

- Full-time, Calendar Year
- Salaried, at-will employee - 260 paid days
- Full-time Benefit Eligible

Reports To: Head of Advancement
Evaluated By: Head of Advancement
Direct Reports: Admissions Coordinator

Qualifications:

- In agreement with the Des Moines Christian School (DMCS) Statement of Faith.
- Active member/regular attendee of Bible believing church and committed to growth in a Biblical Worldview.
- Minimum of Bachelor's degree required
- Bachelor's Degree in marketing or related field preferred.
- Experience in sales or marketing preferred.
- Experience in event planning and/or hospitality management preferred.
- Experience in Christian education preferred.
- Working knowledge of Microsoft Office, G- Suite, email marketing platforms, and databases.

Professional Profile:

- Demonstrates commitment to the mission of DMC: *"Equipping minds, and nurturing hearts, to impact the world for Christ."*
- Characterized by integrity and maintains confidentiality.
- Utilizes critical thinking and problem solving skills.
- Manifests effective verbal and written communication skills.
- Adapts communication style to suit different audiences.
- Willing to work a flexible schedule as needed to assist with events.
- Demonstrated ability to manage multiple projects and/or priorities.
- Demonstrated ability to work collaboratively with other departments and volunteers.
- Knowledge of and appreciation of philanthropy.
- Able to adapt to change.

Responsibilities:

Enrollment and Re-enrollment

- Conveys mission, admissions criteria, and the DMC portrait of a graduate to inquiring families.
- Provides campus tours to potential families and articulates the value proposition of our early education, elementary, middle school and high school programs.
- Leads the new student enrollment process including:
 - providing and receiving enrollment forms
 - requesting student records
 - scheduling interviews
- Provides needs based tuition assistance information to new K-12 families.
- Collaborates with the Admissions Committee to determine admission.
- Notifies families of acceptance or denial.
- Leads the annual re-enrollment of current students through communication and contract generation.
- Monitors total enrollment, retention, and wait pools by grade level.
- Partners with the Head of Advancement to gather internal and external data used to determine demand and available capacity by both school level and grade level.
- Collaborates with the Leadership Team and Marketing to prepare marketing strategies and tactics to fill classes defined as “point of entry” for each school level.
- Manages waiting pools in collaboration with the Leadership Team.
- Processes student withdrawals and performs exit interviews with families
- Manages International student enrollment and maintains SEVIS certification.

Events and Administrative Duties

- Partners with department heads to schedule, plan and host open houses, student orientation, and new family events.
- Creates all student and parent records in the Student Information Software (SIS) in a format consistent with standards used for Development.
- Supports and attends other Advancement events including but not limited to the True Blue Gala and the Annual Golf Classic.
- Engages in ongoing professional development opportunities to learn new skills or improve current skills.
- Back-up for the Admissions Coordinator.
- Collaborates with the Director of Marketing and Communications to annually update the admissions sections of the Strategic Marketing Plan.
- Reviews admissions pages of the website and collaborates with Marketing to make necessary changes.
- Other duties as assigned by the Head of Advancement.

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