

# **Grace Lutheran School**

## **Director of Enrollment and Marketing**

### **Overall**

- Work closely with the administrative team and board on the development and implementation of the enrollment plan.
- Be a conspicuous presence and positive influence at the school and in the community, demonstrating a high degree of energy and strong work ethic.
- Create a positive profile for Grace Lutheran School with multiple internal and external constituencies.
- Establish and strive to reach enrollment goals for admission and retention.
- Establish and strive to reach activity goals (contacts, visits, etc.).
- Provide a data-driven enrollment management process.
- Develop and manage budgets for admissions and marketing.
- Develop, implement, and manage the internal and external marketing strategy at the school.

### **Admissions**

- Develop, implement, and manage the new family/student recruitment plan.
- Develop, implement, and maintain creative techniques for identifying sources of qualified prospective students.
- Aggressively strive to reach and/or exceed all of the recruitment goals for inquiries, campus visits, acceptances, deposits, and new student enrollees.
- Provide a customer-centered, campus visit program and follow-up for all inquiries and applicants.
- Increase awareness of the school through local churches (that don't have a school) and other groups.
- Encourage and facilitate the involvement of parents and students in the recruitment strategy.
- Cultivate 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 to the principal on the progress toward recruitment goals
- Provide event leadership for admissions, retention, and marketing activities including open houses, re-enrollment, etc.

### **Marketing**

- Develop, implement, and maintain a marketing effort that will generate increased awareness for the school within all of its target constituencies, including families, grandparents, faculty and staff, alumni, donors, and friends, as well as the Grace congregation and the community at large.
- Web-Based Marketing – Develop, implement and maintain the school's website and Facebook Page by regularly updating the content, news and videos. In addition, utilize web-based marketing strategies – including but not limited to the effective use of ads, social media sites and search engine optimization – to increase the school's online presence.

- Media Relations – Develop and maintain relationships with the media, promoting newsworthy stories that will tell the school’s story to the larger community. Provide a regular flow of internal marketing communications to the current parents through the use of mailings, the school’s website, Facebook, email newsletter, and other strategies.
- Community Relations -- Develop, implement, and maintain a plan for the school’s presence at events and sponsorships in the community.
- Events – Develop, implement, and maintain school events that are specifically targeted to recruitment. Critique all existing school events through a ‘marketing lens’ and offer suggestions for improvement.
- Develop and implement an effective word-of-mouth marketing strategy that will create internal and external buzz for the school.
- Develop and implement effective inbound, web-based marketing strategies.

### **Retention**

- Develop, implement and manage the retention strategy and process by becoming the champion for retention at the school.
- Encourage and facilitate the involvement of parents in the retention strategy.
- Implement an aggressive re-enrollment strategy to secure enrollment for the following school year for current families.
- Motivate and facilitate the involvement of all faculty and staff in the retention process.
- Follow up with families and students “on the fence.”

### **Qualifications**

- Two years of related experience preferred
- Proactive personality - takes initiative to make things happen and get things accomplished
- Exceptional communication abilities – in person, on the phone, and in writing.
- Strong sales abilities and relational skills
- Strong web and social media knowledge and experience
- Mastery of current technology necessary for modern communication
- A strong proponent of Christian Education.
- Personable with the ability to easily communicate with people from widely varying social, economic, and ethnic backgrounds
- A strong customer service orientation and a servant’s heart
- An advocate for Grace’s perspective on spiritual nurture, academic preparation, and character development
- Collaborates well with fellow members of the Grace Community
- Curiosity - willingness to reflect on the effectiveness of current strategies, seek advice from others with relevant knowledge or experience, discover what other schools are doing

**This is a full-time, twelve-month position which reports to the Principal.**