



Director of Admissions and Alumni

Job Description

Definition

The Director of Admissions and Alumni shall report directly to the Director of Operations and Marketing and be responsible for oversight and execution in the areas of admissions, public relations/marketing and development. While each area has unique responsibilities, the following responsibilities apply to all areas:

- Personally model and share the mission of the school and vision of Trinity Christian Academy with parents, grandparents, alumni, parents of alumni and the community at large.
- Promote, develop and monitor parent-school donor and community relations.

Admissions

Responsibilities include the following:

- To oversee and maintain the process of admitting new students to the school in a manner that embodies excellence in all areas.
- To develop, oversee and maintain key performance indicators that effectively portray the school's performance in this area.
- To create and implement an annual Admissions Calendar which includes strategic opportunities and events designed to introduce TCA to prospective families in the surrounding community.
- Communicate and promote Admissions opportunities and events effectively to the community.
- To provide measurable data relating to the effectiveness of all recruitment efforts.
- To present the school to prospective students and parents in a fashion which accurately communicates the essence of the school's mission and vision in a compelling way.
- To manage effectively all details related to the application process including: applications and communication with candidates and their parents; interviews with candidates and their parents; arrangements for admission testing; securing of necessary student credentials; and communicating final decisions to the appropriate individuals.
- To oversee and manage the admissions budget.
- To organize and administer the Financial Aid Committee in coordination with the appropriate personnel to implement the program for scholarships as well as financial aid.

- To evaluate continually and redesign where appropriate all aspects of the admissions program with the goal of maintaining a capacity enrollment of qualified students and a wait-list of qualified applicants for each grade.
- To manage the re-enrollment of current students for the succeeding year.
- Assist principals in creating a projected enrollment for the upcoming year.
- To perform other duties as necessary.

Public Relations and Marketing

Responsibilities include the following:

- To promote the mission and vision of the school to the surrounding community.
- To manage and guard the reputation of the school both within and beyond the school community.
- To create in coordination with other leaders an overall Communication/Marketing Plan for TCA incorporating the following: strengths of the school, TCA's Strategic Plan, unreached areas of the region, grades and/or divisions at TCA which are under-enrolled.
- To ensure that all communications from TCA correspond to the Communication Plan and reflect well on the school.
- To plan and execute programs which enhance and advance the public image of the school. This includes but is not limited to press releases, management of the website, and regular contact with the news media.
- To design and place ads and/or communications in appropriate venues to ensure that TCA's unique story is well-told.
- To initiate and lead activities intended to interest parents in exploring TCA for their children.
- To provide feedback to school leadership as to the image and reputation of TCA as seen within the parent community.
- To perform other duties as necessary.

Alumni

Responsibilities include the following:

- Develop and implement a comprehensive Alumni Program designed to draw TCA graduates back into a meaningful relationship with the school.
- Initiate and implement the Annual Fund of TCA in order to enhance the giving of alumni back to the school.
- Partner with key alumni to create regional alumni chapters as needed.
- Develop and maintain a current digital database of all alumni including name, year of graduation, and contact information to include address, phone number and email address.
- Enhance the outreach to and communication with alumni through the use of appropriate forms of social media.
- Cultivate relationships with parents of alumni as well as the alumni themselves.

- Develop and present an annual report including (but not limited to) current enrollment numbers, overview of the school's financial health, alumni spotlights, recent "sales" information such as college placement, alumni achievements, average ACT scores, etc, and possibly births of babies for TCA alumni.

Development

Responsibilities include the following:

- Develop and implement a comprehensive fundraising program, including annual giving, Heritage Banquet, capital giving (when appropriate), and restricted gifts.
- Develop, oversee and maintain key performance indicators that effectively portray the school's performance in this area.
- Cultivate productive relationships with current and prospective major donors to connect the mission and vision of the school.
- Oversee the Annual Fund and the events related to its execution.
- Partner with school leadership and the board to develop and deepen relationships with donors.
- Develop and implement stewardship programs and appropriate means of communicating gratitude in order to honor the investment of major donors.

Minimum Qualifications

- College degree in areas of marketing, public relations or education preferred.
- Demonstrate a familiarity with and passion for the mission of faith-based independent education.
- Model discretion, confidentiality and thoughtfulness on all school related matters.
- Proven record of success in the areas of public relations, client management and development.
- High degree of demonstrated competence in the area of relating to the public.
- Moderate to high level of competence with regard to office software (Word, Excel, PPT, etc.).
- Strong skills in oral and written communications.
- Ability to meet deadlines and to coordinate and manage several projects simultaneously.
- Possess a robust testimony of a personal relationship with Christ and consistently exhibit the Fruits of the Spirit in daily life.
- Subscribe without reservation to TCA's Statement of Faith.
- Maintain a lifestyle which models a healthy and balanced spiritual walk which includes but is not limited to being active in a local church.