



## Dayspring Christian Academy Admissions Director Job Description

**Title:** Admissions Director

**Reports to:** Director of Advancement

**Supervises:** N/A

**Status:** Full-time, year round

**Position Summary:** The Admissions Director is responsible for growing school enrollment by recruiting new families to the school, walking them through the admission process, and assisting in retaining current families. The responsibilities of the Admissions Director are to execute a recruitment and retention strategy and an admission procedure that communicates the mission and vision of Dayspring Christian Academy clearly to families.

The person in this position is the first point of contact for all inquiring families. The role requires a high degree of public visibility, good communication skills, organizational skills, good personal representation, and ability to relate well with all aspects of public contact. Additionally, the person in this role should embrace a dynamic partnership with the team members of the Advancement Office.

### Requirements

- **Spiritual:** Be a professing born-again, Bible believing Christian and in regular attendance at Bible believing church. Also, be in agreement with DCA Statement of Faith and Biblical Morality Standards (See Terms of Employment).

### Education:

- A bachelor's degree is preferred

### Experience:

- Project management/event planning experience
- 5-7 years admissions experience
- Statistical Analysis experience
- Experience working with volunteers, families, faculty and staff

### Skills:

- Public speaking
- Proficient in Microsoft Office programs, Google products, and school learning management systems
- Excellent communication skills
- Organization and attention to detail



- Team oriented
- Ability to communicate professionally with all DCA contacts including Board of Trustees, donors, and families in a professional and positive way at all levels.
- Professional and self motivated
- Able to collaborate with colleagues, directors and staff in a professional manner to build highly functional programs and relationships with constituents.

### **Essential Responsibilities and Duties:**

- **Inquiry generation** – In order to reach the desired enrollment in the school, the director works with the Marketing Manager to implement effective inquiry generation strategies including online, word-of-mouth, feeder schools, feeder churches and more.
- **Inquiry follow-up** – Implement a systematic and sequential follow-up process that includes automated and personal contacts by phone, email, and text messaging.
- **Recruitment of prospective new families** – Work with the Marketing Manager on marketing efforts to recruit new inquiries
  - Develop and Maintain a Lead Generation and Outreach Plan
    - Lead regular reporting meetings to review lead generation, outreach efforts, enrollment pipeline activity, and evaluate the effectiveness of recruitment strategies.
  - Conduct tours of DCA for prospective families, donors, and general public
- **Campus visits and open houses** – Implement an effective campus visit program through personal visits and open house events to showcase the school to prospective families.
- **Application generation and follow-up** – Provide management to the online application process including follow-up contacts, file oversight, assessment, interviews, decision, and notification.
- **Admissions and activity goals** – Works towards the achievement of admissions and activity goals. Increase enrollment numbers annually in all programs (Preschool-12th grade & P139)
- **Admissions processes and procedures for new families**
  - Manage all aspects of the enrollment process in a timely manner.
  - Organize the family interview process.
  - Organize testing of all new students with the appropriate faculty.
- **Onboarding** – Implement strategies along with the administrative team to ensure the successful onboarding of new families from the time of enrollment through their first year at Dayspring.
- **Enrollment management database and reports** – Fully utilize the school's database to effectively track admissions records for inquiries, visits, applications, and enrollment. Provide reports and analysis of the enrollment data.
- **Retention of current families**
  - Cultivate relationships with current parents and children.
  - Manage all aspects of the continuous-enrollment processes in a timely manner.



- Create an annual plan to retain and re-enroll current students and to work with other departments of DCA to implement.
- Plan and implement all aspects of DCA Open Houses and Back to School Nights
- Participate in and assist with the annual Towne Meeting
- Assist with special events of the department as needed and directed by the Advancement Director.
- Adhere to office policy and procedure
- Collaborate with Advancement Director on special projects
- Other duties as assigned by Advancement Director

**Collaborative Responsibilities and Duties:**

- Attends monthly Advancement Department Meetings
- Attends Administrative Council Meetings as needed.
- Serves as a member of the Student Support Team
- Prepares updated info on internal activity, planning, strategic moves for the Admissions process

**Evaluation Method and Frequency:**

- Annual evaluation by Director of Advancement

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*Signed* - Admissions Director                      Date

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Printed - Admissions Director                      Date