

Job Title: Director of Admissions and Marketing

Status: Exempt/Full-Time/12-months

Pay: Salary

Reporting Officials: Head of School

San Antonio Christian School is seeking a dynamic, experienced and collaborative leader to serve as its Director of Admissions and Marketing. Located on a beautiful 71-acre campus, SACS is a non-denominational covenant Christian school with small class sizes and quality academics, coupled with a wide range of art and athletic opportunities which provide students with a Christ-centered education while fostering a life of faith and service.

The director is responsible for leading the school's admission strategy and providing strategic oversight for marketing efforts to ensure alignment with SACS's mission, enrollment goals, and strategic initiatives. The main objective of this position is to work closely with leadership in both admissions and marketing efforts. This position is instrumental in implementing the school's mission and philosophy with working in collaboration with multiple departments to ensure cohesive marketing efforts that support enrollment, advancement, and school-wide initiatives.

This person shall be spiritually mature and shall instill a life of Faith, Character, and Academic Excellence in those around them, adhering to SACS Heart of a Lion Core Values.

HEART OF A LION CORE VALUES

- Demonstrate a desire for spiritual growth as evidenced by his or her prayer life, Bible study, and spiritual outreach.
- Live out and promote the school's values. Including, demonstrating a humble and teachable spirit.
- Recognize the role of parents as primarily responsible before God for their children's education and prepared to assist them in that task.
- Possess spiritual maturity, academic ability, and personal leadership qualities.
- Memorize and help fulfill the school's mission statement.
- Live by and support the school's statement of faith and lifestyle statement as a condition for employment and continued employment in this ministry.

ESSENTIAL JOB DUTIES

PROFESSIONAL COMPETENCIES/RESPONSIBILITIES

- Uphold ethical, honest, and respectful conduct in personal and professional matters, appreciating the diversity of conservative Christianity and following the Matthew 18 principle for conflict resolution.
- Maintain an excellent working knowledge of all policies procedures and handbooks.
- Demonstrate the importance of discernment, discretion, and confidentiality concerning the sharing of information.
- Demonstrate emotional stability, objectivity, flexibility, and optimism in dealing with everyday stress and communicating the Gospel of Christ.
- Maintain a clean, modest, and tasteful personal appearance that models Christian values and follows school policy.
- Participate and lead orientations, trainings, meetings, development programs, and activities that support the school's mission and vision, and model good attendance and punctuality.
- Cultivate volunteer efforts in support of communication and marketing goals.
- Attend as needed evening and weekend school activities and events.
- Respectfully submit and be loyal to constituted authority.
- Participate in continuing education opportunities that will increase proficiency and job skills.

JOB DUTIES COMPETENCIES/RESPONSIBILITIES

Admissions & Marketing Leadership

- Create and lead a comprehensive strategy to achieve recruitment goals.
- Develop and maintain a comprehensive admissions and marketing plan aligned with the school's mission and goals.
- Set measurable objectives and key performance indicators (KPI's) to track progress and success.
- Manage staffing for admissions and marketing events, including employees, students, and volunteers.
- Manage the admissions and marketing budget, ensuring expenditure aligns with budgetary guidelines.

Admissions Responsibilities

- Ensure admissions requirements and standards reflect the school's mission and culture.
- Evaluate applications and make recommended admissions decisions to school leadership team.
- Create and maintain admissions policies and procedures in coordination with leadership.
- Oversee a welcoming and seamless admissions process for prospective families.
- Cultivate strong relationships with feeder schools, churches, and community organizations to enhance recruitment pipelines.
- Manage school visits, tours, events, and meetings with parents to provide information and secure admission to qualified students.
- Respond in a timely manner to prospective families and admission inquiries, ensuring consistent communication and support.
- Provide prompt follow-up with prospective families and inquiries to guide them through each step of the admissions process.
- Support principals with the new student/family orientation process.
- Coordinate academic testing and placement of new students with principals.
- Maintain admissions and enrollment statistics, providing reports to administrators and board members as requested.
- Conduct and interpret research for enrollment management planning and decision-making by gathering data, analysis, and matriculation assessment.

Marketing & Communication Responsibilities

- Provide strategic direction for marketing initiatives, ensuring alignment with enrollment and institutional priorities.
- Partner with the Marketing and Communication Coordinator to execute and monitor marketing plans, ensuring consistent branding and messaging across platforms.
- Develop strategies and programs to effectively market the school in the community and to target potential student groups.
- Schedule and coordinate special programs and gatherings.
- Oversee the creation of key marketing materials, including brochures, digital campaigns, and reports.
- Collaborate with the Communication Director in helping to develop and manage internal and external communication on all platforms.

Social Media Responsibilities

- Manage school social media platforms to promote programs, events, and community engagement.
- Develop, schedule, and monitor social media content that reflects the mission and values of SACS.
- Oversee social media presence, ensuring timely posts, consistent messaging, free of grammatical errors, and positive engagement with families and the community.

Collaboration & Cross-Departmental Integration

- Collaborate with storytelling initiatives that communicate the school's mission and vision, ensuring cohesive messaging.
- Assist in developing campaign-related materials, ensuring alignment with broader marketing strategies.
- Collaborate with the Head of School, Advancement Team, and School Leadership to maintain alignment across marketing initiatives.
- Ensure the Marketing and Communication Coordinator supports cross-department projects with consistency and timely communication.
- Foster collaboration among departments to strengthen the school's reputation and community engagement.

QUALIFICATIONS

- Minimum of bachelor's degree in marketing, communication, education, or related field (Masters Preferred)
- Minimum of 1-3 years of leadership experience in admissions, marketing, or enrollment management.
- Experience with CRM systems, social media strategy, admission forecasting, and digital marketing analytics.
- Proven ability to develop and execute strategic plans that drive measurable results.
- Maintain a high level of confidentiality and integrity regarding sensitive employee information with discretion, empathy, and professionalism.

- Strong communication and interpersonal skills, both written and verbal, with the ability to handle multiple projects independently and collaboratively.
- Strong technology skills with knowledge of standard software in Microsoft Office and variety of programs.
- Acknowledge Christ as Lord and Savior and be an active member of a local evangelical church that aligns with the school's essential beliefs, Nicene Creed, and statement of faith.
- Must pass a criminal background check, substance screening, and have reliable transportation.

Minimum Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. For this position an employee must be able to:

- Remain in a stationary position for extended periods of time.
- Use repetitive arm, hand, and finger movements.
- Stoop, bend, push, kneel, squat, pull, reach, stand, walk, and sit.
- Exercise mobility to promptly move around campus.
- Communicate effectively with students, staff, and parents.
- Lift/carry up to 30 lbs.
- Be outdoors for extended periods of time year-round.
- Travel locally, as well as nationally as needed.
- Evening and weekend work is needed.

Disclaimer: The information presented indicates the general nature and level of work expected of staff in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job