

**POSITION TITLE:** Director of Enrollment  
**REPORTS TO:** Head of School  
**START DATE:** March-June 1st, 2026  
**STATUS:** Full-Time; Exempt  
**TO APPLY:** Please ([apply here](#))

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### **POSITION SUMMARY**

The Director of Enrollment oversees the Admissions and Marketing departments. The role is responsible for recruiting, screening, and admitting qualified and mission-appropriate students and families to Southwest Christian High School (SWCHS) into all grades (9-12), according to the annual enrollment goal set by the Head of School. This role is part of the Southwest leadership team serving as a member of the Cabinet and reports to the Head of School.

### **JOB RESPONSIBILITIES**

#### **Strategy and Leadership**

- Oversee Director of Marketing and Communications to develop and implement a comprehensive strategic enrollment marketing plan with measurable goals, including recruitment strategies, enrollment projections, retention initiatives, and net tuition revenue targets.
- Oversee the marketing team to create and execute targeted campaigns (digital ads, social media, email nurturing, content marketing, and events) that build inquiry pools and enhance the institution's brand.
- Lead data-driven decision making by analyzing enrollment trends, market research, competitor positioning, and demographics to inform recruitment and marketing efforts.
- Collaborate with senior leadership (e.g., board, academic departments, finance, and communications) to align admissions and marketing with institutional priorities, such as diversity, academic preparedness, and financial aid allocation.
- Manage budgets for recruitment, marketing, and operations; optimizing resources to support enrollment goals while maintaining cost efficiency.
- Monitor and report on key performance indicators (KPIs), such as application volume, yield rates, melt rates (students who commit but don't enroll), and return on investment for marketing spend.
- Ensure compliance with regulations (e.g., FERPA) and promote ethical practices throughout the enrollment process.
- Supervise, coach, and evaluate both admissions and marketing teams, fostering professional development and accountability to meet team performance targets.

#### **Student Recruitment**

- Lead special events for prospective students and families, including individual and group shadow days, information nights, Discover SWC, tours, and athletic recruiting events.
- Effectively communicate to prospective students/families the distinctly Christian/biblical vision of the school through marketing communications, public speaking, meetings, and public prayer.
- Develop relationships with area feeder schools and keep them informed of Southwest events.
- Build relationships with current SWCHS parents to build community and encourage referral marketing to prospective families.

- Effectively communicate with prospective students and parents through a variety of outlets, keeping them informed of important events, deadlines and school news.
- Praying for and with prospective families regarding their student and school decision.
- Disciple students in the Ambassador program each year. Training current students in the biblical foundation of the school, biblical principles of hospitality, giving tours, speaking, and hosting shadows.
- Maintain and track recruiting statistics and develop metrics as part of Southwest's Strategic Planning Committee.

### **Student/Applicant Screening**

- Develop and communicate annual admissions dates and deadlines to prospective applicants.
- Keep a physical and electronic file for each applicant and make sure all applicants submit the necessary application documents.
- Thoroughly communicate the application process to prospective families to encourage application completion.
- Screen and process students with special academic needs, maintaining communication between parents and Learning Specialists. Work with the Registrar and School Counselors to ensure the student is an appropriate academic fit for Southwest.
- Oversee scheduling of and conduct a final interview with each student.
- In collaboration with the Admissions Committee, accept or deny students as appropriate, in accordance with the school's Statement of Faith and Biblical Morality statements, and ensure next steps are clearly communicated to families.

### **Enrollment and Re-enrollment**

- Oversee the Associate Director of Admission to coordinate placement testing process, registration and orientation for all incoming students.
- Responsible for communicating and facilitating the re-enrollment process for current students.
- Process all mid-year transfer students and withdrawals.

### **Additional Duties**

- Create and submit a monthly Board Report.
- Helps build the SWC community through staff devotions and prayer.
- Perform other duties as assigned by the Head of School.
- Serve as Principal Designated School Official (PDSO) for the Student & Exchange Visitor Program (SEVP) and maintain Southwest's status as an approved school for international students.
- Maintain student records on the Student & Exchange Visitor Information System (SEVIS) and issue proper documentation to international students.

## **JOB REQUIREMENTS**

### **Spiritual Qualities:**

- **Vibrant Christian Faith:** Candidates must possess a genuine, growing relationship with Jesus Christ as Savior and Lord, demonstrated through a solid understanding of God's Word and active involvement in a local Bible-believing church.
- **Biblical Authority:** Actively support the school's [Statement of Faith](#), believing the Bible to be the inspired, infallible, authoritative, and inerrant Word of God—the ultimate standard for faith and

practice.

- **Spiritual Maturity:** Exhibit a consistent desire for spiritual growth, evidenced by prayer, Bible study, integrity of character, and bearing the fruit of the Spirit in all interactions.
- **Christian Role Model:** Serve as a positive Christian role model in attitude, speech, and actions toward others, including adherence to God's biblical standards for sexual conduct (Luke 6:40).
- **Required Commitment:** Must commit to, sign, and uphold SWCHS's [Pledge of Integrity & Biblical Morality](#), [Statement of Faith](#), [Vision & Values](#), and [Social Position Statement](#) as a condition for employment.

### **Education & Experience**

- Bachelor's degree in marketing, business, communications or related field.
- 3+ years marketing, sales, or related experience.
- Previous management experience required.
- Previous admissions experience (preferred).
- Previous work experience in an academic or other non-profit setting (preferred).

### **Professional Qualities**

- Motivated, organized, self-starter who has experience in prioritizing many responsibilities.
- Demonstrate the ability to attend to many projects and details simultaneously.
- Excellent verbal and written communication skills, including public speaking and presenting to large groups.
- Lead with professionalism to make and communicate difficult decisions (e.g., admissions denials, resource allocation, or performance feedback).
- Ensure team members and stakeholders feel cared for and heard through empathy, active listening, and clear communication.
- Ability and openness to work evening hours as needed to meet school needs.
- Ability to appropriately handle confidential, sensitive information.

### **Technical Skills**

- Advanced proficiency in Google Suite and Microsoft environments.
- Understanding of CRM's and prospect tracking systems (preferred).
- Proficiency in Blackbaud or other education management systems (preferred).

### **Salary & Benefits**

- \$85,000 - \$105,000 average range; actual salary based on candidate's education & experience.
- Comprehensive benefits package including: Medical, Vision, Dental, Life, 401K plan with company match, and tuition discount.