



**Chicago Christian Schools
Association Office**
12001 S. Oak Park Ave.
Palos Heights, IL 60463
chicagochristian.org
(708) 388-7656

*A Christ-Centered Learning
Community that Pursues
Transformational Growth*

Marketing and Admissions Coordinator

Department: Marketing/Admissions

Reports To: Director of Executive Operations

Classification: 12-month staff; hourly employee

Hours: 30 hours per week

Benefits: Applicable per designated classification

Job Summary

The Marketing & Admissions Coordinator is a strategic, mission-driven leader who oversees all marketing and communications for Chicago Christian Schools. Working closely with the Director of Executive Operations and Associate Director of Admissions, you will develop multi-channel strategies to generate inquiries, support enrollment growth, and enhance the CCS brand. The ideal candidate is an innovative storyteller who will ensure our internal and external communications deeply reflect our Christ-centered values.

Essential Duties and Responsibilities *(Other duties may be assigned.)*

1. Marketing Strategy and Inquiry Generation

- a. Develop and execute an integrated marketing plan to drive awareness, interest, and enrollment inquiries.
- b. Partner with Admissions to align marketing efforts with enrollment goals and track campaign performance using data analytics.
- c. Manage digital marketing channels (website, social media, email, search) with a focus on storytelling and measurable outcomes.

2. Brand Stewardship and Storytelling

- a. Maintain a consistent brand voice and manage the creation of visual and written content across all communication channels.
- b. Craft compelling narratives highlighting the CCS mission, students, families, and alumni.
- c. Track and report on brand recognition and market positioning among target audiences.

3. Leadership and Collaboration

- a. Manage relationships with external marketing partners and coordinate with internal/external creative professionals.
- b. Facilitate regular marketing and admissions meetings to ensure strategic coordination and shared priorities.

- c. Collaborate cross-departmentally (Development, Athletics, Academics) to provide communication support for key events and initiatives.
- d. Develop a year-round administrative calendar to track admissions events and the marketing plan.

4. Systems, Innovation, and Knowledge Management

- a. Oversee the school's communication calendar, message library, and digital assets.
- b. Document and uphold core institutional messaging (mission, vision, philosophy) to guide all communications.
- c. Leverage emerging technologies to streamline content creation, enhance efficiency, and ensure message consistency.
- d. Analyze market trends to identify growth opportunities for reaching prospective, current, and alumni families.

5. Admissions Team Support

- a. Main an active caseload of prospective families, counseling and supporting them through the admissions process.
- b. Plan and manage events related to driving admissions, showcases, shadow days, etc.

Requirements

1. Skills and Competencies

- a. Proven track record of yielding measurable growth in enrollment inquiries and brand awareness through strategic marketing.
- b. Exceptional writing, editing, and communication skills with a talent for compelling storytelling and delivering engaging group presentations.
- c. A cohesive understanding of brand management coupled with a sharp eye for high-quality visual design.
- d. Highly organized with the discipline to manage multiple priorities, deliverables, creative teams, and external vendors simultaneously.
- e. Comfortable adopting and optimizing digital platforms, CRMs, and integrating emerging technologies into daily communication workflows.
- f. Strong emotional intelligence with the ability to build healthy, cross-functional relationships and align departments toward shared organizational goals.

2. Spiritual Formation

- a. Has a growing and vibrant relationship with Jesus Christ.
- b. Demonstrates spiritual maturity and desire to mentor and disciple students.
- c. Develops discipleship relationships with students

Qualifications

The Marketing & Admissions Coordinator must be a committed Christian and a faith-filled leader. The ideal candidate has proven success as an enrollment, recruitment, and admissions professional. This person is a strong collaborator who works well across departments. He or she has an exceptional ability to prioritize, manages others well, can serve as a point person, and has solid administrative skills. The ideal candidate is a

self-starter with a strong work ethic who enjoys a challenge. He or she takes the initiative to solve problems and adapts to stressful deadlines. He or she has an exceptional ability to inspire, motivate, and empower. This person will demonstrate spiritual maturity that radiates a passion for Christ and models a grace-filled, joyous, obedient life of one saved by grace. And will also maintain membership and/or active involvement in a local Christian church.