

Position Classification: **Marketing and Admissions Director**
Professional Exempt Staff

Immediate Supervisor: Park Christian School President

POSITION SUMMARY

Purpose:

The Admissions and Marketing Director has primary responsibility for carrying out the communication and marketing goals and activities, recruitment of prospective students from inquiry to enrollment and acquiring the necessary documents required for admission into the school.

Overview:

The Admissions and Marketing Director shall be one who has received Jesus Christ as Savior and Lord and be a member and/or in consistent regular attendance in good standing in a local church. The Admissions and Marketing Director shall be a person of spiritual maturity. He/she shall reflect the purpose of the school which is to honor Christ in all things.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the personal qualities, knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Success in this role requires an engaging and self-motivated individual with excellent verbal and written communication skills. The ideal candidate is highly independent yet collaborative, demonstrating strong organizational abilities. A passion for Christian education is essential, along with dependability and a proactive mindset.

POSITION REQUIREMENTS

Required Personal Qualities:

1. Has received Jesus Christ as his/her personal Savior.
2. Believes that the Bible is God's Word and standard for faith and daily living.
3. Is a Christian role model in attitude, speech and actions toward others. This includes being committed to God's Biblical standards for sexual conduct. Luke 6:40
4. Is a member in good standing at a church that has a Statement of Faith in agreement with Park Christian School's Statement of Faith.
5. Is in whole-hearted agreement with Park Christian School's Statement of Faith and Christian philosophy of education.
6. Maintains a close personal walk with the Lord evidenced by example and spiritual leadership among peers and with coworkers.
7. Abides by the Matthew 18 principle in dealing with students, parents, faculty, staff and administration.

Additional Personal Qualities:

1. Demonstrates the character qualities of enthusiasm, courtesy, flexibility, integrity, gratitude, kindness, self control, perseverance and punctuality.
2. Meets everyday stress with emotional stability, objectivity and optimism.

Marketing and Admissions Director

3. Maintains a personal appearance that is a Christian role model of cleanliness, modesty, good taste and in agreement with school policy.
4. Uses excellent English in written and oral communication. Speaks with clear articulation.
5. Respectfully submits and is loyal to constituted authority.
6. Refuses to use or circulate confidential information inappropriately.
7. Knows and observes school policies and regulations.
8. Treats each person with respect and courtesy.

DUTIES AND RESPONSIBILITIES

Lead and direct the retention and recruitment of students, while casting vision, strategy, and the promotion of Park Christian School in the community

Marketing/Communications

- Analyze market trends, parent demographics, survey data, and competitor positioning to develop and implement a strategic marketing plan aligned with the school's mission and enrollment goals.
- Maintain and strengthen the school's brand identity across all platforms and materials.
- Create and manage marketing content to ensure consistent, compelling, and effective messaging across all platforms and communications.
- Promote student and faculty achievements, school events, and community engagement through storytelling and visual media.
- Cultivate media relationships and cultivate press releases and feature stories.
- Plan and support local church and community engagement efforts.
- Lead online reputation management efforts, including updating school profiles (e.g., Niche, GreatSchools).
- Maintain an organized archive of school photos and video content for use across marketing channels.
- Support the mission of Park Christian and the work of marketing and admissions through regular attendance and participation at PCS events.
- Oversee the marketing component of new staff onboarding, ensuring alignment with brand standards and culture.
- Perform additional duties as assigned.

Admissions/Retention

- Oversee all aspects of the enrollment and continuous enrollment processes, including materials, procedures, and communications.
- Plan and execute admissions and retention events, prioritizing a high level of customer service.
- Serve as the primary point of contact for prospective families and students—responding to inquiries, providing guidance throughout the admissions process, and ensuring a welcoming experience.
- Maintain accurate enrollment records, track inquiries, and collect and analyze admissions survey data.
- Organize and implement onboarding events and mentorship programs for new families.
- Serve as the designated lead for the SEVIS international student program, ensuring compliance and support for international students.
- Collaborate with the leadership team to support school-wide programs, with an emphasis on delivering exceptional customer service and creating visually engaging experiences.
- Prepare reports for President as requested.
- Perform additional duties as assigned.

Marketing and Admissions Director

Management

- Supervise the Graphic Designer, including oversight of workload, goal setting, and performance evaluations.
- Lead the hiring process for marketing and admissions team roles as needed.
- Oversee and manage the marketing and admissions budgets, ensuring responsible stewardship of resources and alignment with strategic goals.

Qualifications

- Bachelor's degree required, with 3–5 years of relevant experience in marketing, communications, admissions, or a related field—preferably within the education or nonprofit sector.
- Proven experience in content creation, including videography, photography, and the use of digital marketing tools and platforms.
- Strong writing, editing, and storytelling skills, with an ability to craft compelling and mission-aligned messaging.
- Availability to attend and support occasional evening and weekend events as part of the school calendar.
- Demonstrated ability to work collaboratively across departments, manage multiple projects, and maintain a high level of attention to detail.
- Commitment to the mission and values of Park Christian School, and an ability to represent the school with professionalism and warmth.

EMPLOYMENT

Employment at Park Christian School is at-will, meaning that the employee has the right to terminate employment at any time and for any reason and that Park Christian school has the same right.

Information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

Park Christian School does not discriminate according to race.