



JOB DESCRIPTION

JOB TITLE:	Director of Admissions
EMPLOYER:	Cherokee Christian Schools
DEPARTMENT:	School Life and Culture
REPORTS TO:	Primary School Principal and Executive Director of School Life and Culture
WEEKLY HOURS:	40+
STATUS:	Exempt
EFFECTIVE DATE:	Upon Hire.

SUMMARY: The Director is responsible for providing creative vision and dynamic oversight for all admissions and enrollment operations. The successful candidate will have demonstrated the ability to coordinate a program that will effectively attract, enroll, and retain qualified students for CCS. The Director of Admissions will have major responsibilities in communication with current and potential families regarding enrollment. This includes oversight of Open Houses, participation in community events intended to raise CCS's profile to prospective families, visiting local preschools, elementary schools, and middle schools to promote applications to CCS. The Director will coordinate email communications, distribution of enrollment information, tours, school records, and other pertinent information and communication related to enrollment.

DUTIES AND RESPONSIBILITIES:

- **Overall**
 - Work closely with the Director of School Life and Culture and Senior Leadership Team on the development and implementation of the enrollment management plan.
 - Work closely with the Director of School Life and Culture and Director of Institutional Advancement to implement lead generation strategies for all campuses and programs.

- Provide leadership and oversight to the admissions and enrollment staff.
- Work closely with the Director of Finance to develop a tuition and financial aid strategy that maximizes enrollment and net tuition revenue.
- Establish and strive to reach enrollment goals for admissions and retention.
- Establish and strive to reach activity goals (inquiries, contacts, visits, etc.).
- Provide a data-driven enrollment management strategy.
- Develop and manage budgets for admissions and retention.

- **Admissions/Recruitment**

- Develop, implement and manage the new family/student recruitment plan.
- Aggressively strive to reach and/or exceed all of the recruitment goals for inquiries, campus visits, acceptances, deposits, and new student enrollees.
- Provide a world-class customer-centered campus visit and Open House program.
- Provide an aggressive, systematic follow-up strategy and sequence for all inquiries and applicants.
- Increase awareness of the school throughout our community, including churches, childcare centers, and local schools.
- Encourage and facilitate the involvement of parents in the recruitment strategy.
- Create and work with a team of parent volunteers in the parent ambassador program.
- Motivate and facilitate the involvement of all faculty and staff in the recruitment process.
- Report weekly on the progress toward recruitment goals.

- **Enrollment/Onboarding**

- Oversee the Admissions Coordinator as they manage and implement a world-class customer-centered admission to enrollment process.
- Oversee Admissions Coordinator as they implement the onboarding process for new families.

- **Retention/Re-recruitment**

- Develop, implement and manage the retention strategy and process by becoming the champion for retention at the school.
- Aggressively strive to reach and/or exceed all of the retention goals as determined by the Director of School Life and Culture.
- Encourage and facilitate the involvement of parents in the retention strategy.
- Provide oversight and implementation of the continuous enrollment process and strategy.
- Present issues to the school leadership team that impact retention.

- Report on the retention of students and families on a weekly basis to the Dir. of Advancement and on a monthly basis to the leadership team.
- Motivate and facilitate the involvement of all faculty and staff in the retention process.
- Develop intervention and follow-up with families and students “on the fence.”
- Performs other related duties as assigned by management.

QUALIFICATIONS:

- Bachelor’s degree (B.A./B.S.) in related field or equivalent preferred.
- Two to four years related experience or equivalent.
- Demonstrated proficiency in supervising and motivating subordinates
- Commitment to excellence and high standards
- Excellent written and oral communication skills
- Basic competence in subordinates’ duties and tasks
- Strong organizational, problem-solving, and analytical skills
- Ability to manage priorities and workflow
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Ability to work independently and as a member of various teams and committees
- Proficient in Office 360 and ability to learn to use the FACTS admissions and enrollment platform
- Proven leadership acumen skills
- Proven ability to handle multiple projects and meet deadlines
- Strong interpersonal skills
- Ability to deal effectively with a diversity of individuals at all organizational levels
- Good judgement with the ability to make timely and sound decisions
- Bilingual skills a plus
- Ability to understand any and all safety requirements and cautions
- Ability to perform the physical labor necessary
- Ability to effectively communicate with people at all levels and from various backgrounds

COMPETENCIES:

- **Analytical**--Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

- **Problem Solving**--Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Project Management**--Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- **Customer Service**--Manages difficult or emotional situations involving parents; Responds promptly to parent needs; Solicits parent feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- **Interpersonal Skills**--Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Oral Communication**--Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Written Communication**--Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Teamwork**--Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Visionary Leadership**--Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.
- **Delegation**--Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.
- **Leadership**--Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
- **Managing People**--Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates'

- skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.
- **Ethics**--Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
 - **Organizational Support**--Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
 - **Judgment**--Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
 - **Motivation**--Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
 - **Planning/Organizing**--Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
 - **Professionalism**--Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
 - **Attendance/Punctuality**--Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
 - **Dependability**--Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
 - **Initiative**--Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
 - **Innovation**--Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.