

Job Title: Admissions/Marketing Coordinator

Status: Exempt/Full-Time/ 12-months

Pay: Salary

Reporting Official: Admissions Manager

Classification: Type II

The admissions/marketing coordinator serves as a team member with the admissions staff. The main objective of this position is to both maximize a strategic marketing plan that focuses on attracting mission appropriate families as well as retaining currently enrolled families and communicate internally and externally. This position will take a leadership role in marketing and communication needs of the school through a variety of mediums including web, print, electronic news, and social media, in order to achieve enrollment and retention goals. This individual shall be spiritually mature and shall reflect the purpose of the school, which is to honor Christ at all times.

REQUIRED SPIRITUAL QUALITIES

- Acknowledge Christ as Savior and seek to live life as His disciple. Share the Christian faith with others. Have a Christ-centered home.
- Believe the Bible to be the inspired, the only infallible, authoritative, inerrant Word of God—our standard for faith and practice.
- Demonstrate a desire for spiritual growth as evidenced by his or her prayer life, Bible study, and spiritual outreach to others.
- Actively participate in a local Bible-believing church. Have a conviction that God has called them to Christian school ministry.
- Sign and live by the school's lifestyle statement (attached) as a condition for employment and continued employment in this ministry.
- Memorize and help fulfill the school's mission statement by recognizing the role of parents as primarily responsible before God for their children's education and be prepared to assist them in that task. Believe and actively support the school's statement of faith (attached).

SPIRITUAL LEADERSHIP

- Reflect the purpose of the school which is to honor Christ in every activity.
- Integrate Biblical principles and Christian philosophy of education throughout all activities.
- Evidence the fruit of the Spirit in dealing with people.
- Counsel students, teachers, and parents from a biblical point of view.
- Involve parents in prayer and volunteerism as appropriate.
- Be a model of God's ideal for leaders. Demonstrate leadership and facilitative skills.

PROFESSIONALISM

- Very knowledgeable of the school's history, curriculum, standards, and Christian mission.
- Follow the Matthew 18 principle in dealing with conflict with students, parents, staff, and administration.
- Be a Christian role model in attitude, speech, and actions toward others (Luke 6:40). This includes being committed to God's biblical standards for sexual conduct. (Romans 1:18-32) Ensures the work environment is Christian-based, nurturing, wholesome, and loving.
- Respectfully submit and be loyal to constituted authority.
- Model good attendance. Attend work regularly and arrive punctually.
- Demonstrate the character qualities of enthusiasm, courtesy, flexibility, integrity, gratitude, kindness, self-control, perseverance, and punctuality. Meet everyday stress with emotional stability, objectivity, and optimism.
- Display friendliness and a good sense of humor. Display courtesy and patience in dealing with others.
- Maintain a personal appearance that is a Christian role model of cleanliness, modesty, and good taste consistent with school policy.
- Maintain high standards of ethics, honesty, and integrity in all personal and professional matters.
- Collaborate effectively with colleagues on a wide range of tasks. Contribute to team projects.
- Informs administration in a timely manner if unable to fulfill any assigned duty.
- Actively pursue professional development opportunities.
- Demonstrate the importance of discernment, discretion, and confidentiality concerning the sharing of information.
- Deal directly and frankly with the school administration in an earnest effort to resolve differences of opinion when they exist.
- Use acceptable English in written and oral communication and speak with clear articulation.
- Demonstrate a commitment to and support of diversity by complying with SACS' EEO policies, regulations, and procedures.
- Be open to new ideas, initiatives, and concepts in education. Recognize your own mistakes and take measures to correct them.

ACADEMIC AND CULTURAL SUPPORT

- Attend staff meetings and training programs as deemed necessary by the school administration.
- Participate in the school's development programs and activities in areas of constituency relations, fundraising, and student recruitment and retention.
- Represent the school and its philosophy, leaders and curriculum in a favorable and professional manner to the school family and the general public.
- Participate in beginning-of-year staff orientation, staff devotionals, staff meetings, and parent/teacher fellowship meetings.
- Supervise extracurricular activities, organizations, and outings as assigned.

ESSENTIAL JOB FUNCTIONS

Administrative Leadership

- Work with the appropriate personnel to communicate internally and externally in promoting and retaining mission appropriate families.
- Develop a quarterly newsletter.
- Develop a Parent Ambassador Program.
- Recruit volunteers for event participation. Understand supervision and lead in a positive manner.
- Work effectively with a team and independently.
- Perform other tasks and assumes such other responsibilities as the Head of School may assign.

Administrative Support

- Provide support for the school's social media and online marketing presence for all SACS constituents including daily posting and monitoring.
- Provide creative support for school publications that will include graphic design and video.
- Assist with photography/video needs that include photographing subjects or events for daily web features, events, and annual giving pieces.
- Create and send out the Weekly Roar information.
- Provides support to programs and internal teams.

Marketing

- Develop marketing strategies and plans that advance SACS and drive increased engagement with current and prospective families.
- Collaborate with Administration team to implement marketing strategy to meet or exceed enrollment/retention and school-wide goals.
- Plan for and deploy digital marketing activities that include website management, email marketing strategies, social media development, SEO/SEM, and digital content production.
- Coordinate with school principals, administrators, faculty, and key personnel to design and oversee the production of various marketing materials including brochures, newsletters, annual reports, advertisements, banners, and flyers.
- Manage all aspects of the schools' print communications, ensuring continuity of the school's brand, logo, and Christian principles. Oversee the work of graphic designers and print vendors in production of printed materials and online visual images.
- Track, analyze and report on web traffic statistics and review of content effectiveness.
- Keep up to date with new, rapidly changing internet technologies and recommend improvements.
- Create content and maintain the school's presence on the following social media platforms: Facebook, Linked-In, Twitter and Instagram.
- Serve as a liaison between our website management and school administration.

Admissions

- Partner with our contracted marketing firm to implement and track our enrollment growth goals through an inbound and word of mouth marketing strategy.
- In collaboration with the Admissions Manager, design strategies and implement concrete plans to increase student applications and maintain prospective student and family interest.
- Assist the Admissions Manager in giving prospective tours, managing Admission Preview Day events, New Family Nights, and other departmental events.
- Communicate with prospective families in scheduling school tours, admission status updates, and general enrollment questions.
- Cultivate and maintain effective relations within the community at large: targeted feeder schools, community organizations, churches, etc.
- Perform public speaking engagements on behalf of the school as needed.

Safety

- Do not allow unauthorized people in the buildings after hours. Be vigilant for strangers entering the school, and politely offer assistance.
- Ensure those entering the school state their business and notify an administrator if someone seems suspicious.
- Know and follow the procedures for issues of an emergency nature.
- Assist with required emergency safety drills in coordination with school leadership.

Telephone and E-mail Etiquette

- Receive incoming calls and distribute caller to appropriate extensions. Use established procedure to transfer calls staff extensions or voice mail. Notify administrative staff regarding phone calls or appointments.
- Make phone calls on behalf of the administration as directed. Check and respond to voice mail and school e-mail regularly.

PROFESSIONAL QUALIFICATION

- Bachelor's degree required. Minimum of three (3) years of experience in marketing, communications, social media, graphic design, and/or public relations preferred.
- Strong communication and interpersonal skills and written communication skills.
- PC proficient with knowledge of standard software, including Microsoft Office, Adobe Creative Suites, and working knowledge of the Internet.
- Knowledge in basic video editing software, managing social media platforms, and graphic design skills is preferred.
- Detail-oriented with sensitivity to deadlines and priorities.
- Able to handle multiple projects independently and collaboratively.
- Be willing to participate in continuing opportunities that will increase proficiency and job skills.
- Become and maintain knowledge in FACTS (school CRM) and proficient in HubSpot (website and CRM) through continuous training.
- Have reliable transportation to and from work.
- Be at least 24 years of age and pass a criminal background check.

Doctrinal Statement of Faith

We believe in the Scriptures of the Old and New Testaments as verbally inspired by God and inerrant in the original writing and that they are of supreme and final authority in faith and life.

We believe in one God, eternally existing in three persons: Father, Son and Holy Spirit.

We believe that Jesus Christ was begotten by the Holy Spirit, born of the Virgin Mary, and is true God and true man.

We believe that man was created in the image of God; that he sinned and thereby incurred not only physical death, but also that spiritual death which is separation from God; and that all human beings are born with a sinful nature.

We believe in the Biblical teaching that man was created by a direct act of God and not from previously existing forms of life; and that all men are descended from the historical Adam and Eve, first parents of the entire human race.

We believe that the Lord Jesus Christ died for our sins, according to the Scriptures, as a representative and substitutionary sacrifice; and that all who believe in Him are justified on the grounds of His shed blood.

We believe in the resurrection of the crucified body of our Lord, in His ascension into Heaven, and in His present life there for us, as High Priest and Advocate.

We believe in "that blessed hope" the personal, premillennial, and imminent return of our Lord and Savior, Jesus Christ.

We believe that all who receive by faith the Lord Jesus Christ are born-again of the Holy Spirit, and thereby become children of God, and are eternally secure in Him.

We believe in the bodily resurrection of the just and unjust, the everlasting blessedness of the saved, and the everlasting punishment of the lost.

Lifestyle Statement & Declaration of Moral Integrity

San Antonio Christian Schools is a religious, nonprofit organization representing Jesus Christ throughout the local community. SACS requires its employees to be Christians, living their lives as Christian role models (Rom. 10:9-10, 1 Tim. 4:12, Luke 6: 40).

Our school expects all of its employees, as well as its volunteers who have unsupervised access to children, to model the same Christian values and lifestyle that we seeks to inculcate in our students. As an applicant for a ministry position as an employee or as a volunteer at SACS, I recognize, understand, and agree to live by the Christian moral standards of SACS.

Employees are expected to conduct themselves in a way that will not raise questions regarding their Christian testimonies. A Christian lifestyle should reflect the biblical perspective of integrity, appropriate personal and family relationships, business conduct, and moral behavior. Employees are expected to demonstrate a teachable spirit, an ability to share love for others, a willingness to live contentedly under authority, and a commitment to follow the Matthew 18 principle when an issue arises with fellow employees or management.

The SACS Doctrinal Statement of Faith expects employees to maintain a lifestyle based on biblical standards of moral conduct. Moral misconduct, which violates the bona fide occupational qualification for employees to be Christian role models, includes, but is not limited to, promiscuity and homosexual behavior or any other violation of the unique roles of male and female (Rom. 1:21-27, 1 Cor. 6:9-20). SACS believes that biblical marriage is limited to a covenant relationship between a man and a woman.

SACS employees will maintain a lifestyle based on biblical standards of conduct. Failure to do so may result in a reprimand or, in some cases, dismissal from employment. It is the goal of SACS that each employee will have a lifestyle in which "He may have the preeminence." (Col. 1:18, NKJV).

I declare that as a follower of Christ, I am not engaging in and commit to not engage in inappropriate sexual conduct. Inappropriate conduct includes, but is not limited to, such behaviors as the following: heterosexual activity outside of marriage (e.g., premarital sex, cohabitation, extramarital sex), homosexual activity, sexual harassment, use of (including the viewing of) pornographic material or websites, and sexual abuse or improprieties toward minors as defined by Scripture and federal or state law.

Physical Requirements to fulfill the Essential functions of

Admissions and Marketing Coordinator

FREQUENCY OF REQUIRED EXPOSURE/USE

WORKING ENVIRONMENT	SELDOM	FREQUENT	DAILY
OUTDOOR DUTY		X	
COLD (50 °F or lower)	X		
HEAT (90 °F or higher)	X		
CHEMICALS/SOLVENTS/GAS	X		
NOISE		X	
HIGH STRESS			X
CLIMBING STAIRS			X
STANDING			X
SITTING			X
WALKING			X
RUNNING	X		
KNEELING	X		
BENDING		X	
REACHING OVER SHOULDER		X	
REACH CHALKBD HEIGHT		X	
PUSHING	X		
PULLING	X		
MOVING HEAVY ITEMS			
LIFTING/LOWERING:			
Up to 20 lbs			X
Up to 50 lbs		X	
More than 50 lbs	X		
LIFTING OVER SHOULDER:			
Up to 20 lbs			X
Up to 50 lbs		X	
More than 50 lbs	X		
CARRYING:			
Up to 20 lbs			X
Up to 50 lbs		X	
More than 50 lbs	X		
OPERATE MACHINERY			
TELEPHONE			X
COPIER/PRINTER			X
COMPUTER/TABLET			X
AV EQUIPMENT			X
OTHER REQUIREMENTS			
ON-TIME ARRIVAL			X
REGULAR ATTENDANCE			X
SUMMON EMERGENCY HELP	X		
APPLY CPR/FIRST AID	X		
LEAD FIELD TRIPS	X		
COMMUNICATE DATA			X
PREPARE REPORTS			X
DRIVING		X	

Date job description last reviewed:

9/3/2020

Reviewed by:

HR