

# **ADVANCEMENT & ADMISSIONS DIRECTOR**

## Job Description

**Job Title:** Advancement & Admissions Director

**Reports to:** Headmaster

**Status:** Exempt employee

**Preparation Date:** May 1, 2018

### **Overview**

The Advancement & Admissions Director will serve Naples Christian Academy to oversee all functions related to Marketing, Admissions, Advertising, Event Planning, Communication and Promotion of the school.

### **Qualifications**

The Advancement & Admissions Director will possess or develop appropriate professional training and experience in marketing, advertising, admissions processing, special events, and communications. He/she must be able to clearly articulate the school's philosophy of Christian education and provide highly professional and knowledgeable tours of the campus. Both professional experience of 5 or more years and a Bachelor's Degree are required.

### **Responsibilities**

Focus on communication, events and activities to raise the visibility of NCA in the community. This includes building and strengthening relationships with parents and students, alumni, local churches, pastors, community leaders and business professionals. Serve as the immediate contact for providing tours, answering parent questions, collecting and processing all admission paperwork, and developing tuition quotes for parents, oversee school events related to fund raising and sales to include class fund raising activities. Work in close cooperation with the Development Director, Headmaster, and other designated personnel in planning and conducting events related to school promotion, auctions, annual fund, capital campaigns, etc. Plan and/or oversee events related to such activities as Clergy Appreciation, Teacher & Staff Appreciation, parent meetings, etc.

### **Published Materials**

Assist the Development Director and Headmaster and/or Principal in reviewing and updating all handbooks, manuals, publications, and policy manual as appropriate to assure the Mission, Vision, and Core Values are clearly articulated and up to date.

### **Marketing and Community Relations**

Develop overall strategic marketing plans to attract leads while broadening and enhancing the school's positive image in the community. Develop and implement plans for effective marketing of the school to external publics, such as perspective families, relatives, donors, local churches, pre-schools, and feeder schools. Develop and oversee enhancements of the school's web site, social media outlets, printed material, etc. Oversee the submission of all informational releases to news media outlets in cooperation with the Headmaster and

Development Director. Utilize other major school components, such as the choir, orchestra, art exhibits, etc. to effectively promote the related arts opportunities at Naples Christian Academy.

### **Recruitment/Retention**

Develop and implement plans to insure a steady increase in school enrollment. Conduct school tours. Evaluate parent's feedback and survey results to analyze the need for changes in the curriculum, programs and activities at NCA. Establish plans to promote the school within local churches while building positive relationships with pastoral staffs of those area churches. Develop appropriate marketing materials and work closely with outside consultants in the area of marketing, retention and growth. Utilize testimonies, positive feedback, survey results and other tools to increase the retention rate and attract new students. Assure that exit interviews are conducted and the information tabulated for analysis by the Headmaster and/or principals.

### **Communications**

Provide editorial oversight and assistance to all school publications, brochures, and other media related materials (including electronic media sources). Review school logos for consistency, professionalism, and standardization. Oversee school signage for professionalism and clarity. Other duties may be assigned by the Headmaster.

### **Supervision**

Supervises any assistants in marketing, volunteers in marketing related activities and other staff as assigned by the Headmaster.

### **Competencies**

Competent in required skills and knowledge; willingness to learn and apply new skills, keeps abreast of current developments in Collier and South Lee counties, requires minimal supervision, relates well to other areas of the ministry and is a team player.

Works accurately and thoroughly with a commitment to excellence. Looks for ways to enhance the effectiveness of advancement efforts. Treats people with respect; upholds organizational values.

Expresses ideas and thoughts verbally and in written form clearly, concisely and accurately. Possesses outstanding communication skills and effectiveness in both large and small group settings.

Provides input for job related budgeting and works effectively within the established budget parameters.

Seeks opportunities for both formal and informal professional development as well as interaction with other professionals in this field. This is a full-time position requiring a minimum of 40 hours per week with flexibility to work evenings and limited week-end hours as needed. Fringe benefits are available as provided by current policy. The salary is competitive with similar Christian School positions in Florida.