



## Director of Admissions

### Position Summary

The Director of Admissions is responsible for recruiting, screening and enrolling VCHS students ensuring each family experiences personalized support throughout the admission process. This role is responsible for achieving enrollment goals and net tuition revenue targets. It is a full-time, 12-month position with lighter responsibilities in June and July. The Director of Admissions is a member of the school's Leadership Team and reports to the Head of School.

### Responsibilities

Marketing in collaboration with the Director of Marketing

- Develop an annual enrollment/marketing plan and strategic admission calendar
- Identify new approaches and opportunities to yield inquiries and applications
- Market admissions events including Open House, coffees, \$ nights, etc.
- Create admission marketing collateral
- Oversee the admission section of the VCHS website

Manage recruitment activities to gain inquiries

- Develop referral networks (alumni, alumni parents, parents, faculty/staff, students) building relationships that enhance understanding of VCHS
- Build relationships with feeder middle schools (principal, counselor, parents, etc.) and seek opportunities to visit the campus with VCHS students
- Manage and market scholarships including Honors Scholars, Heart of an Artist, and named endowed needed-based scholarships
- Schedule and manage details with admissions events (Open House, coffees, \$ nights, musical, middle school tours, etc.)
- Oversee Student Ambassador program including identifying and leading students who represent VCHS with prospective students and their families
- Create and distribute monthly admission newsletter to prospective families

Convert inquiries into applications

- Respond to inquiries promptly and ensure timely follow up with all communication
- Assess prospective student 'fit' through initial contacts and conversations
- Schedule campus tours for prospective students and their families
- Acquire all applicant documentation supported by the Dean of Freshmen/Registrar

Convert applications into appropriate enrollment

- Schedule family interviews for prospective students and parents
- Manage PreACT entrance testing

- Identify how best to connect prospective students and families to faculty/staff, coaches, parents, and students to encourage/support in making a decision
- Create, manage and execute all acceptances and denials

#### Re-enrollment and Retention

- Assist families with re-enrollment by collecting all pertinent information and providing any needed assistance with FACTS (school information system)
- Work with the Leadership Team and faculty to strengthen student retention

#### FLEX Tuition (Tuition Assistance)

- Work closely with the Business Manager in collecting information, answering questions, and advising the FLEX Tuition Committee on award decisions
- Manage the ACE Scholarship program

#### Other

- Maintain statistics on all aspects of the admissions and re-enrollment processes from year to year (inquiries, applications, enrollment, retention, etc.)
- Support new student onboarding in late spring/summer through directing activities such as picnics or ziplining and helping with the math placement assessment
- Maintain memberships in admissions-related professional associations

#### **Job Requirements and Qualifications**

- Vibrant and mature Christian faith and Christian role model; Agreement with the VCHS Statement of Faith
- Bachelor's degree required
- Marketing, sales, or related experience strongly preferred
- Passion and understanding for the mission of Christian schools, particularly VCHS
- Motivated, organized, self-starter with experience in prioritizing many responsibilities
- Ability to work with families from diverse backgrounds, perspectives, and needs; Spanish proficiency (spoken/written) preferred
- Ability to work collaboratively with the Leadership Team and faculty/staff
- Understands current enrollment, admission and marketing trends/best practices and has the vision to develop and implement creative and innovative strategies
- Excellent verbal and written communication skills, including public speaking that includes presenting to large groups
- Highest level of ethical standards/integrity; Ability to handle sensitive and highly confidential information
- Lead with professionalism and empathy to communicate difficult decisions such as admission denial, financial aid awards, etc.
- Ability to learn technology applications, including FACTS
- Ability to work additional hours when needed, including some evenings and weekends
- Embodies the VCHS mission to be an exceptional, positive ambassador

