



**TRINITY CHRISTIAN ACADEMY
DIRECTOR OF ADMISSIONS JOB DESCRIPTION**

12 - Month Position - Director of Admissions

Annual Salary is commensurate with experience and level of education

The role of the Admissions Director is to serve as leader, new family liaison, and ambassador for Trinity Christian Academy, promoting its mission and vision in all aspects of the school. The Director of Admissions reports directly to the Head of School and the Assistant to the Head of School and is responsible for the following areas:

Job Responsibilities:

- Create and manage opportunities for prospective families to experience TCA such as campus tours, preview days, open houses, and student shadowing
- Establish recruitment strategies to draw and keep mission-appropriate families
- Develop a detailed one to three year marketing plan to target, nurture, enroll and keep mission appropriate students
- In conjunction with Development team, develop marketing tools, events and advertising campaigns, etc. to catch the attention of mission appropriate families
- Communicate weekly with Business Manager and Head of School regarding current and projected enrollment numbers
- Work collaboratively with leadership, marketing and development teams
- Keep an ongoing list of prospective families throughout the year, provide excellent service to them and communicate opportunities for them to learn more about the school and its mission
- In conjunction with administrative staff, develop and evaluate screening process for both mission appropriateness and academic readiness.
- Manage re-enrollment contracts and follow up with any pending and/or withdrawn families
- Coordinate both educator and board interviews as part of the Admissions process
- Distribute and follow up on new student probation forms
- Oversee special events throughout the year including Pastor's Luncheon and New Family Dinner
- Help promote special programs including: After School, Summer Day Camp and Summer Sports Camps
- Assist with Development events and activities where needed
- Oversight of Student Ambassador Program and training
- Oversight of Parent Ambassador Program and training
- Creation and ongoing maintenance of new student files
- Ongoing maintenance of current student records in RenWeb platform
- Survey new and withdrawn families, relaying feedback to TCA's Leadership Team
- Manage the recruiting process by frequently updating inquiry records in RenWeb
- Ensure TSSAA compliance by working directly with Athletic Director(s) and Upper School Principal
- Maintain confidentiality and discretion with all families
- Manage the onboarding of new TCA students and families by sending welcome packets, supply lists, course registration information, orientation information, uniform information, etc..

- Conduct Admissions workshops for TCA faculty on an as needed basis
- Manage and oversee the Admissions budget
- Work with area private school areas to coordinate bus participation and communicate opportunities for outside transportation to TCA families

Minimum Qualifications:

- A desire to join a Christ-centered education community in ministry as a transformational leader of students, faculty, and staff
- A strong Christian testimony
- Bachelor’s degree or above
- 2+ years working in education as an administrator or educator or 2+ years working in business field related to the position’s job responsibilities
- Excellent organizational skills
- Computer proficiency: data base, word processing, etc.
- Excellent verbal and written communication skills.
- Capacity and passion to initiate and nurture relationships with potential school families
- Understanding of marketing principles
- Ability to long range plan and manage the daily details of implementation
- A clear criminal background report

Preferred Qualifications:

- Prior experience working in K-12 Admissions
- Experience in marketing techniques and strategies

Please submit completed “TCA Faculty Staff Application” along with a resume and cover letter to cheryle.emison@mytcalions.com or mail them directly to:

Cheryle Emison
 Assistant to the Head of School
 10 Windy City Road
 Jackson, TN 38305

Mission Statement

God has called Trinity Christian Academy to assist Christian families and their churches in providing a Biblically-directed, academically excellent education that equips students to be Godly leaders and servants in their homes, churches, and communities.

Vision Statement

Our vision is to train young champions for Christ who are equipped to serve the Lord by being prepared spiritually, academically and physically.

Trinity Christian Academy does not discriminate on the basis of race, color, national and ethnic origin in employment, student admissions, administration of policies and procedures or otherwise.