



Director of Admissions Job Description

Purpose

To grow Covenant's enrollment with qualified students by recruiting new families and shepherding inquirers through all aspects of our admissions process from first contact to enrollment

Accountability

Reports to the Head of School for accountability, direction, and needs assessment

Qualifications

- Active member of an evangelical, Bible-believing church
- Consistent track record of Christian behavior and spiritual maturity
- Able to convincingly promote classical, Christian education to a wide variety of people
- Exceptional interpersonal, organizational, and managerial skills
- Enthusiastic, flexible, and winsome personality
- Conscientious and servant hearted, willing and able to provide exceptional customer service
- Excellent written and verbal skills, adept at social media and new technologies
- Goal-oriented, competitive, hard-working, able to problem solve and make decisions
- Willing to occasionally work evenings and on weekends
- Able to manage complex situations and schedules with poise
- Ability to analyze data, track applicants through an admissions process, and set priorities
- Able to work collaboratively to set goals, problem solve, and devise strategy
- Ability to engage and equip faculty, staff, and parents to be active advocates of Covenant
- Must be in agreement with Employee Statement of Faith, Mission, and Core Values

Responsibilities

- In conversation with Head of School and Director of Communication, develop annual student recruitment plan to reach and sustain capacity enrollment of qualified students
- Become conversant about Covenant's philosophy of classical, Christian education and know sufficient detail of school life (including curriculum, athletics, school culture, financial aid, and graduate outcomes) so as to be an excellent ambassador to inquirers and applicants
- Develop relationships with pre-school directors, Christian education directors, Family pastors, and other leaders and institutions who are likely sources for new Covenant students
- Identify ways to represent Covenant at community events, fairs, summer camps, etc.,



- Plan, promote, and oversee calendar of admission events such as Open Houses, DiscoverCovenant events, Tours, and Webinars
- Develop tour protocols and lead tours for interested families and school guests; develop cadre of student and parent ambassadors to assist in tours and admission events
- Coordinate school visits by prospective students, organizing their itinerary, linking them with a Covenant student ambassador, and ensuring they have a good visit
- Work alongside Communications Director to evaluate existing and design new promotional literature, web content, and video for student recruiting
- Ensure website accurately, clearly, and beautifully communicates admission procedures
- Edit and prepare RenWeb's online application and re-enrollment packet as needed
- Oversee International Student Recruiting and Admissions
 - Pursue and maintain good relations with international student agencies
 - Interview international applicants (usually on Skype) to assess English ability and fit
 - Select Covenant host families for students
- Provide exceptional customer service to prospective parents, being prompt and attentive in follow-up communication across different mediums (phone, email, text, face to face, etc.)
- Schedule and participate in academic readiness assessments, parent partnership interviews, admissions decisions, and follow-up communication with families at each stage
- Advise Financial Aid Committee on admission applicants when requested
- Track and move prospective families through admission funnel, keeping accurate and timely records in database management and admissions tools (RenWeb, Trello, GoogleSheets, etc.)
- Liaison new families with PTF ambassadors to foster smooth transition to Covenant
- Create and analyze reports to share with Head of School and Board to recognize trends and improve recruitment proficiency
- Lead the planning and implementation of Pastor Appreciation Day and other events that promote Covenant to prospective families or key partners.



COVENANT

CHRISTIAN ACADEMY

- Organize and facilitate a New Family Orientation before the start of the school year to help new families transition smoothly
- Support, and when appropriate, provide leadership at school events.
- Perform other duties as assigned by Head of School