

Admissions and Marketing Coordinator

The position of Admissions and Marketing Coordinator for Summit Christian Academy requires a highly organized, detail-oriented individual who possesses strong communication, interpersonal, administrative, and marketing skills. This part-time position supports the Admissions and Marketing Director in advancing student recruitment, enrollment, retention, communications, marketing initiatives, and community engagement efforts.

The Admissions and Marketing Coordinator serves as a key support role in promoting Summit Christian Academy to prospective families and the broader community. Working closely with the Admissions and Marketing Director, this position assists with admissions processes, marketing efforts, communications, event coordination, and outreach initiatives that support the mission and growth of the school.

The duty of all employees of Summit Christian Academy is to fulfill our mission: To partner with parents to educate and disciple young men and women through a Christian and classical education. All Summit employees share the responsibility and joy in discipling and ministering to our students.

Essential Skills:

- Communication – ability to communicate clearly and professionally through written, verbal, and digital communication.
- Organization – ability to manage multiple projects, deadlines, and responsibilities with attention to detail.
- Interpersonal Skills – ability to build positive relationships with prospective families, current families, staff, community partners, and vendors.
- Customer Service – commitment to providing a welcoming, helpful, and professional experience for prospective and current families.
- Marketing Awareness – understanding of basic marketing principles and the ability to support promotional and outreach efforts.
- Technology – proficiency with Google Workspace, social media platforms, spreadsheets, databases, and other communication tools.
- Initiative – willingness to work independently, identify needs, and proactively support admissions and marketing efforts.
- Adaptability – ability to adjust priorities and support a variety of projects and events throughout the year.

Essential Duties and Responsibilities:

- **Exemplify the highest level of commitment to Summit Christian Academy** through professionalism, organization, and service.

Participate in training and professional development opportunities
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Participate in regular meetings with the Admissions and Marketing Director
Provide support for admissions, marketing, communications, and community engagement initiatives
Demonstrate capacity to communicate the mission, vision, and goals of Summit Christian Academy to stakeholders
Promote a culture of professionalism, collaboration, service, and faithful stewardship throughout the organization

- **Commitment to the mission and vision of Summit Christian Academy** by personally adhering to the policies and procedures in the Employee Handbook and the Parent/Student Handbook

Model professionalism and hospitality in all interactions with prospective families, current families, staff, and community members
Consistently demonstrate positive support of school leadership
Support the successful implementation of programs that advance Summit's mission and vision

- **Support admissions and enrollment efforts by assisting prospective families** through the admissions process.

Assist with Grammar School campus tours and prospective family visits.
Respond to admissions inquiries as directed by the Admissions and Marketing Director.
Assist with processing applications, enrollment records, and related documentation.
Process re-enrollment packets and maintain enrollment records.
Maintain accurate admissions records and databases.
Assist with admissions events and enrollment initiatives
Support efforts to improve family retention and re-enrollment

- **Support marketing and community outreach efforts** by assisting with initiatives that increase awareness of Summit Christian Academy.

Contact local preschools, homeschool groups, homeowner associations, and community organizations to promote school events and enrollment opportunities
Research community outreach opportunities, events, and partnerships that align with the school's mission and marketing goals
Assist with community engagement initiatives such as festivals, vendor events, open houses, and outreach activities (may require evening and weekend hours)
Maintain records of outreach contacts and partnership opportunities
Support the implementation of annual marketing plans and recruitment initiatives

- **Support school communications** by assisting with internal and external communications efforts.

Prepare first drafts of the Eagle Eye and other school communications
Assist with social media content creation, scheduling, and engagement
Assist with website updates and promotional materials as assigned
Support consistent communication of the school's mission, programs, and events

- **Support events and special projects** by assisting with planning, coordination, and execution.

Assist with admissions events, open houses, information meetings, and recruitment initiatives
Support school-wide events such as Back-to-School Bash, ribbon cutting, community celebrations, and other special events
Coordinate logistics and communication related to assigned events
Assist with event follow-up and evaluation efforts

- **Support data collection and reporting** by maintaining accurate records and assisting with analysis.

Maintain admissions, enrollment, and outreach records

Assist in evaluating admissions pipeline trends, enrollment data, and recruitment effectiveness
Compile information and reports as requested by the Admissions and Marketing Director
Assist with tracking marketing initiatives and outreach results

- **Ensure timely and professional communication with all stakeholders** by providing accurate information and responsive service.

Respond to inquiries in a timely and professional manner
Communicate admissions procedures, event information, and school communications accurately
Foster positive relationships that support Summit Christian Academy's mission and culture
Maintain confidentiality regarding student, family, and school information

- **Pursue professional growth and continuous improvement** by remaining current in admissions, marketing, and communication best practices.

Participate in professional development opportunities
Research best practices related to school admissions, communications, marketing, and community engagement
Perform all other acts reasonable and necessary to accomplish his/her primary function as requested by the Admissions and Marketing Director

Qualifications:

- An established and maturing Christian faith that is submitted to a local church as a member/regular attendee.
- A growing understanding of and vision for classical, Christian education.
- Associate's or Bachelor's degree preferred.

- Experience in admissions, marketing, communications, customer service, administrative support, or a related field preferred.
- Strong written and verbal communication skills.
- Strong organizational and time management skills.
- Ability to maintain confidentiality and exercise discretion in sensitive matters.
- Proficiency with Google Workspace, social media platforms, and standard office software.
- Ability to work collaboratively and maintain positive relationships with families, staff, and community members.

Personnel:

Supervisory Responsibilities

- None

Employment Status

- Part-time position, approximately 15-20 hours per week between two weeks before school starts and one week after school ends, with seasonal variations based on admissions cycles, enrollment periods, and school events.