



Job Description: Admissions Director

Scope of Responsibilities:

The Admissions & Communications Director oversees and directs the strategic efforts of the admissions program to achieve the school's enrollment goals and to support the school's mission through recruitment and retention of a diverse student body.

Admissions responsibilities include but are not limited to:

Prospective Families:

- Overseeing timely communication from Regents Academy to all families in the admissions funnel.
- Maintaining an accurate shadow day/testing/interview schedule.
- Tracking all inquiries and applicants through the admissions funnel and maintaining an accurate admissions report for the head of school.
- Attending all tactical, strategic, and visionary meetings to update the administration as to status of applicants, and to make recommendations to the head of school.
- Coordinating with the Grammar School and Logic/Rhetoric School principals and the Director of Student Support Services for students requiring academic remediation or tutoring.
- Creating and updating application and enrollment packets.
- Tracking and making use of history of inquiries, enrollment data, Open House attendance, how families heard about RA, etc., to recognize trends and patterns to inform recruitment and retention strategies.
- Overseeing and scheduling all student visits.
- Staying up-to-date with current educational issues affecting school admissions.
- Seeking opportunities for professional training and development in the area of admissions.

New Families:

- Overseeing Back-to-School Night, New Parent Orientation, and the school's New Family Mentor program.
- Helping with the organization of the school's fall and spring parent academies.
- Creating new family welcome packets.

All Families:

- Serving on the Financial Aid Committee to assist in making grant and aid decisions.
- Administering surveys to new students and parents (e.g., annual parent survey; new family survey; exit interview survey).
- Coordinate end-of-year parties.

Marketing:

- Working with the head of school to develop and execute recruitment strategies to bring new families to RA seeking a classical & Christian education for their children.
- Overseeing marketing efforts and partnership with media venues.
- Managing the development of relevant content for use in marketing efforts, including videos, podcasts, blog articles, and social media posts.
- Developing/maintaining accurate database of prospective families for use in marketing campaigns.
- Developing/maintaining accurate and appealing print materials to be used for admissions.

Nature of the Job:

As a member of the team for Regents Academy, the Admissions Director should view his/her role at school primarily as a ministry position. He/She will be called upon to serve the community and faculty in a variety of ways that are beyond the scope of his/her individual duties and responsibilities. Modeling an attitude of servant leadership is in direct support of our effort in training students to impact their culture for Christ.

Knowledge, Skills, Abilities, and Qualifications:

- Appreciation for and thorough knowledge of classical and Christian education
- Business and organizational skills
- Excellent written and oral communication skills
- Ability to relate effectively with other administrators, teachers, operations staff, parents, and students
- Skills in database management, website maintenance, word processing, and spreadsheet to support the school's operation
- Knowledge of management practices and principles
- Ability to steward the resources God has committed to the school

Physical Requirements and Work Environment:

- Works in a stressful environment dealing with a wide variety of challenges, deadlines, and a varied and diverse array of contacts
- May work at a desk and computer for extended periods of time
- Be able to occasionally lift up to 30 lbs
- Work primarily in a traditional climate-controlled office environment
- Work intermittently in outside weather conditions, including extreme heat and cold
- Frequently listening to and talking with students, faculty, and other staff members

Essential Expectations:

- Overtly support and act in accordance with Regents Academy's mission, values, and Statement of Faith.
- Advance the strategic plan's operational-level items at the direction of the head of school.
- Communicate in a way that is pleasing to God and consistent with biblical principles (Matthew 7, 18; James 3).

- Interact with colleagues in a mutually respectful and edifying manner that fosters a healthy faculty culture.
- Represent RA effectively to its constituents.
- Uphold professional standards of personal presentation, punctuality, professional courtesy, confidentiality, and discretion.
- Develop and evaluate direct reports; report issues to the head of school in a timely manner.
- Partner with the rest of the administrative staff to create raving fans of Regents Academy, providing exceptional customer service.
- Achieve the relationship between hard income and expenses as laid out in the Strategic Financial Plan.
- Maintain professional credentials as appropriate.
- Partner with parents *in loco parentis* in the discipleship of students.
- Comply with the policies and procedures as articulated in Regents Academy's governing documents.
- Work effectively with the head of school, board committees, and colleagues.
- Authentically engage in self-reflection and annual personal and professional growth. This includes written goals and progress towards those goals.
- Other duties as assigned by the headmaster.