Ontario Christian Schools

Growing Christian Leaders

Director of Marketing and Enrollment

Job Description

February 2015

The essential functions for the Director of Marketing and Enrollment include the following:

Overall

• Work closely with the superintendent and administrative team on the development and implementation of the enrollment plan. Lead the Marketing and Enrollment team which includes the Marketing Coordinator and the Admissions Coordinator.
• Establish and strive to reach enrollment goals for admissions and re-enrollment.
• Establish and strive to reach activity goals (contacts, visits, etc.).
• Provide a data-driven enrollment management process.
• Develop and manage budgets for admissions and re-enrollment.

Marketing (in collaboration with the Marketing Coordinator)

• Develop, implement and manage the internal and external marketing strategy at the school.
• Provide a regular flow of internal marketing communications to the current parents through the use of the school’s website, social media, email newsletter, print media and other strategies.
• Develop and implement an effective word-of-mouth marketing strategy that will create internal and external buzz for the school.
• Develop and implement effective inbound, web-based marketing strategies.
• Tell stories of OC student, graduates, faculty, staff and parents in the marketing effort.
• Maintain a dynamic school website that is marketing focused to reach prospective families.
• Generate increased awareness for the school within all of its target constituencies including parents, faculty/staff, grandparents, alumni, and friends.
• Generate increased awareness for the school within the local community.
• Provide event leadership for admissions, retention and marketing activities including community events, re-enrollment, and other public relation events.

Admissions (in collaboration with the Admissions Coordinator)

• Develop, implement and manage the new family/student recruitment plan.
• Aggressively strive to reach and/or exceed all of the recruitment goals for inquiries, campus visits, acceptances, deposits and new student enrollees.
• Provide a customer-centered, campus visit program and follow-up for all inquiries and applicants.
• Increase awareness of the school through feeder schools, churches and other groups.
• Encourage and facilitate the involvement of parents in the recruitment strategy.
• Create and work with a team of parent volunteers in the parent ambassador program.
• Motivate and facilitate the involvement of all faculty and staff in the recruitment process.
• Report weekly on the progress toward recruitment goals

Re-enrollment (in collaboration with the Admissions Coordinator and Marketing Coordinator)
• Develop, implement and manage the re-enrollment strategy and process by becoming the champion for re-enrollment at the school.
• Aggressively strive to reach and/or exceed all of the re-enrollment goals
• Encourage and facilitate the involvement of parents in the re-enrollment strategy.
• Implement an aggressive re-enrollment strategy to secure enrollment for the following school year for current families.
• Present issues to the school leadership that impact student retention.
• Report on the re-enrollment of students and families on a weekly basis to the administrative team.
• Motivate and facilitate the involvement of all faculty and staff in the student retention process.
• Develop intervention and follow-up with families and students “on the fence.”
• Report weekly on the progress toward re-enrollment goals.

Qualifications
• Profession of faith in Jesus Christ
• Regular attendance and active in a local church
• Minimum educational level of Bachelor’s Degree
• 3 to 5 years marketing and sales experience preferred

If you are qualified and interested in this position, please send a cover letter and resume to Ryan Groen, superintendent at rgroen@ocschools.org. If you have further questions about the position feel free to call Ryan Groen at 909-983-4644.