



PLYMOUTH CHRISTIAN
ACADEMY

Plymouth Christian Academy

Enrollment Coordinator

Title: Enrollment Coordinator

Department: Admissions Office

Reports to: Superintendent

Overall:

- Work closely with the Superintendent and Admission Team (members of the admission team include, but are not limited to: Enrollment Coordinator, Advancement Team, Superintendent and Regent board) on the development and implementation of the enrollment plan.
- Establish and strive to reach enrollment goals for admissions and retention.
- Establish and strive to reach activity goals (contacts, visits, etc.)
- Provide a data-driven enrollment management process.
- Develop and manage budgets for admissions and retention
- Familiarity with the enrollment process at an educational institute.

Admissions:

- Develop, implement, and manage the new family / student recruitment plan.
- Aggressively strive to reach and / or exceed all the recruitment goals for inquiries, campus visit, 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.

Retention:

- Develop, implement, and manage the retention strategy and process by becoming the champion for retention at the school.
- Aggressively strive to reach and / or exceed all the retention goals.
- Encourage and facilitate the involvement of parents in the retention 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 retention.
- Report on the retention of students and families on a weekly basis to the leadership team.
- Motivate and facilitate the involvement of all faculty and staff in the retention process.
- Develop intervention and follow-up with families and students “on the fence.”
- Report weekly on the progress toward retention goals.

Skills and Attributes:

- Engaging, welcoming personality
- Excellent communication skills with people from many different backgrounds.
- Good organization skills and follow-through

Qualifications, Experience, Requirements:

Professionally

- Familiarity with enrollment management tools
- Mastery of office management software
- Interpersonal skills to relate and connect with interest families
- Team player with PCA employees to gain trust and help in enrollment efforts

Spiritually

- Acceptance of PCA's Statement of Faith
- A strong, clear, Christian testimony
- A mature, godly spirit

Personally

- A lifestyle of Biblical integrity
- A spirit of dedication, commitment, flexibility, and responsiveness to the needs of others.
- The ability to listen and respond to counsel
- The Enrollment Coordinator shall possess a strong philosophical commitment to Christian education and the mission of Plymouth Christian Academy.
- Must desire to be a team player, understanding that we are a multi-faceted school.

Essential Functions:

- 50% of more of the daily time worked involves computer and other office productivity machinery, such as a calculator, copy machine, and printer.
- The person in this position must have visual acuity to perform extensive data input.
- The person in this position frequently communicates with students and families regarding enrollment opportunities. Must be able to exchange accurate information in these situations. Responsibilities include extensive telephone time.
- The person in this position needs to regularly be able to traverse Plymouth Christian Academy for tour purposes.

- The person in this position frequently moves items up to 20-25 pounds to various event venues and occasionally is required to set up events.
- This job may require occasional weekend and weekend work responsibilities.