



Job Title: Director of Admissions		Reports to: Head of Schools	
Worker Classification: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Temporary <input type="checkbox"/> Part-time <input type="checkbox"/> Contract		Compensation: <input checked="" type="checkbox"/> Salary <input type="checkbox"/> Hourly	Fair Labor Standards Act: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt
Organizational Supervision Level: <input type="checkbox"/> Tier A <input checked="" type="checkbox"/> Tier B <input type="checkbox"/> Tier C <input type="checkbox"/> Tier D		Work Location: <input checked="" type="checkbox"/> On-Site <input type="checkbox"/> Hybrid <input type="checkbox"/> Remote _____% on-site	

Position Summary

The Director of Admissions is a full-time worker, serving as the primary catalyst to admissions, with partnership duties in marketing, event coordination, and onboarding new students and families. The Director of Admissions will at all times be an advocate for Concordia Lutheran Schools of Omaha. The Director of Admissions collaborates with the leadership team to identify short and long-term goals and develop strategies to attain those goals.

Position Responsibilities

1. Coordination of student recruitment and marketing efforts, including:
 - In-person displays at association and other partner congregations and public events,
 - Communication materials, developed in cooperation with the Director of Operations, including:
 - Preparation and distribution of print and digital media materials to community partners,
 - Oversight of the design of signage and preparation of video,
 - Publicity to media outlets and community partners, including all association congregations, and
 - Digital advertising, including social media content,
 - Planning and execution of student recruitment events.
2. A coordinated process for enrollment from first contact through fully enrolled status, including:
 - Reaching out to and following up with families who demonstrate an interest in Concordia,
 - Providing information for prospective families about the admission process,
 - Referrals to program directors or the financial department for specific information as needed,

- Consistent and clear communication with prospective families,
 - A thorough review of student applications, including recommendation documents and available academic data, including test scores and prior report cards,
 - A complete database of information for prospective students and families,
 - Approval of admissions decisions with school principals,
 - Assistance for families to process enrollment paperwork, fees, assessment, and other processes, and
 - Maintaining contact with new students and their families to ensure they enjoy a successful, smooth beginning to their Concordia experience.
3. Maintenance of annual goals, set in consultation with the Head of Schools, for student contacts and completed enrollments.
 4. Evaluating all of the steps of Concordia's admissions process periodically and optimizing the system to eliminate wasted time, money, or resources.
 5. Coordination of student ambassadors to represent Concordia at school events and in the community.
 6. Provide monthly admissions reports to the Head of Schools and school board, including:
 - Number of active contacts by grade/program,
 - Number of active applications by grade/program,
 - Number of newly enrolled students by grade/program,
 - Total number of enrolled students by grade/program, and
 - Historic numbers in the above categories.
 7. A coordinated connection/mentoring process for new students and families through the end of the first quarter of the school year.
 8. Event scheduling and communication coordinated with the Director of Operations.
 9. Identification of web and community partnership opportunities.
 10. Conduct exit interviews with families who do not re-enroll at Concordia and share an annual report with the Head of Schools and school board.
 11. Other duties as assigned

Skills Necessary

1. Strong interpersonal communication to correspond effectively with fellow admissions team members to ensure a continually smooth enrollment process
2. Exceptional analytical and interpersonal skills and a passionate commitment to customer service and satisfaction
3. Effective communication with potential families, including the ability to discern their desires, speak to their doubts, and pair their needs with resources at the school to help them thrive
4. A command of grammar for developing and revising marketing materials to maintain a level of professional grammar, structure, spelling, and syntax

5. Confidence in public speaking to address moderate to large groups of individuals in a welcoming tone to deliver details about Concordia
6. Excellent problem-solving skills to effectively identify and solve any issues in student recruitment and enrollment processes.
7. Ability to create and maintain detailed records
8. Ability to multi-task and remain organized
9. Excellent written and verbal communication skills
10. Ability to supervise and coordinate other workers and volunteers, including high school students
11. Self-motivated, responsible, dependable
12. Able to work collaboratively as a part of a team
13. Adept at database management
14. Strong working knowledge of Office (Microsoft Word & Excel) and Google Workspace software
15. Enthusiasm and passion for Concordia's mission, vision, and values and familiarity with Concordia's opportunities, including the academic curriculum and extracurricular activities.

Professional Expectations and Requirements

1. Minimum bachelor's degree in education, communication, marketing, or a related field
2. Desire to serve in a non-profit educational environment
3. Knowledge and experience in values-based Christian education
4. Lutheran school knowledge and background
5. Flexible in scheduling, including weekends and evening availability as needed

Attributes of All Concordia Staff

Concordia Lutheran Schools of Omaha operated as a ministry of the Lutheran Church-Missouri Synod. Staff members, both called and uncalled, represent Concordia's ministry to the community and must:

1. Profess an active, Christian faith
2. Be loyal to the vision, purpose, and staff of Concordia Lutheran Schools of Omaha and seek to protect the unity among our staff and community
3. Demonstrate a Christ-like attitude through all interactions with students, families, staff, and volunteers
4. Adhere to the Personnel Manual
5. Maintain the confidentiality of sensitive materials and information