



Admissions & Marketing Director Ministry Description

Position Summary:

Valley Lutheran High School is seeking a dynamic, driven individual to promote our school ministry to prospective families. In partnership with the school community, the admissions director will help to establish, update, and facilitate promotional activities, tours, and follow-up procedures with prospective families and the surrounding community.

Valley Lutheran's Mission Statement:

Valley Lutheran High School provides a foundation for a life of faith, learning and service through a Biblical, Christ-centered, college preparatory education and Christian relationships.

Valley Lutheran's Core Values:

- Christ-Centered
- Relationships
- Service
- Learning
- Leadership

Essential Duties and Responsibilities:

- Understand the culture and climate of our school ministry and the broader Christian educational environment
- Engage and inform prospective families about VLHS and the benefits of Christian education on an individual, small, and large group basis
- Operate as a consistent liaison in VLHS recruitment efforts through a highly personalized approach
- Contribute to the mission and ministry of the school by recruiting families who will benefit from the school's unique culture and offerings while contributing to the school community
- Communicate clearly and enthusiastically to all staff and prospective families
- Formulate forward-thinking, strategic application, admission, and enrollment process(es) by developing a strategic recruitment, marketing, and communication plan
- Administer new student admissions' process (Inquiries, tours, interviews, shadow students, follow-up, and communicating admissions decisions)
- Pursue, develop, and maintain meaningful relationships with local entities that provide recruiting opportunities (organizations, schools, churches, businesses).
- Develop internal relationships with current VLHS families to enable leadership and support with re-enrollment and retention efforts
- Attend key community events and marketing-related programs
- Perform other duties as assigned by the Principal

Skills/Knowledge/Abilities:

- Articulate Christian faith with prospective families and ministry partners.
- Embrace a meaningful ministry role with a servant's heart to our community
- A deep appreciation for, and an ability to, compellingly communicate the mission and ministry of Valley Lutheran High School.
- Listen carefully, learn quickly, and work effectively in a dynamic organization
- Prioritize solutions through cross-team collaboration and support while maintaining confidentiality and respect for others.
- Demonstrates excellence in organizational, managerial, and oral and written communication skills
- Social media and website content manager
- Digital and print media development
- Some evening and weekend work required

Education/Experience:

- Bachelor's degree required
- Five years' experience in Education, Admissions and Marketing, or related field preferred

Licenses/Requirements:

- Obtain or hold an IVP Fingerprint Clearance Card