

Admissions Counselor: Job Description

Position Title:

Admissions Counselor

General Description:

Promote Lutheran Unity School Association Lutheran School. Work with the school's administration to increase the school's enrollment. Your primary responsibility is to increase the number of inquiries, visits, and applications to the school. You would be responsible for coordination of recruiting activities by all other staff and volunteer personnel.

Qualifications:

The Admissions Counselor will:

1. Be or become knowledgeable of Lutheran Unity School Association Lutheran School and supportive of its ministry.
2. Have demonstrated skills and experience necessary to fulfill the duties.
3. Be able and willing to work out of various locations, especially the East campus community, to fulfill the requirements.

Duties:

The Admissions Counselor will be responsible for:

1. Being highly visible as a representative of the school in Lutheran Unity School Association congregations and the community.
2. Coordinate visiting of local preschools, child-care centers, and area churches and develop positive working relationships with them.
3. Maintaining contact with the members of the school staffs with written and verbal communication throughout the school year.
4. Developing a comprehensive marketing campaign each year and implementing it, with revisions as necessary, throughout the school year.
5. Guiding prospective families through the application and enrollment process.
6. Coordination of the arranging, publicizing, and hosting Open Houses during the school year.
7. Developing and maintaining positive relationships with current school families, prospective families, and community organizations.
8. Developing and maintaining positive relationships with school alumni. You shall develop a record-keeping system to keep track of alumni and your communication with them.
9. Attending school functions and interacting with the students, parents, and guests.
10. Recruiting and coordinating volunteers to assist with the marketing, publicizing and promotion of the school ministry.

11. Publicizing Lutheran Unity School Association events with local newspapers and in the congregation.
12. Insuring the maintenance and content of the Lutheran Unity School Association website is up to date and appropriate.
13. Discovering and attending school or community fairs where Lutheran Unity School Association can set up an information booth and organizing volunteers to spend time at the booths.
14. Working with other Lutheran churches, schools, and institutions to coordinate Lutheran Unity School Association marketing efforts with theirs.
15. Working with members of Lutheran Unity School Association parent community to promote the school.
16. Helping publicize the school's fundraising efforts.
17. Regularly providing written and oral reports to the principal of work accomplished and action plans for future projects.
18. Once a student is accepted into Lutheran Unity School Association, helping the family assimilate into Lutheran Unity School Association community.
19. Acknowledging those within our current school community who join in our efforts to promote our school (thank-you cards, hospitality gifts, etc.)

Hours:

This is a part-time position (15-20 hours per week). You will be under the direct supervision of the Principal.