

# REDEEMER CHRISTIAN SCHOOL

## Job Description

**JOB TITLE: Recruitment and Advancement**

**REPORTS TO: Principal**

**PURPOSE:** The Board of Redeemer Christian School (RCS) desires that RCS be highly regarded in the community as a provider of Classical Christian education and sees sustainable growth in its enrollment and programs. The role of RCS Recruitment and Advancement is a vital part of that process as the professional responsible to seek and develop strong relationships with like-minded families, churches, “feeder” schools, and supporters. Additionally, this role, collaboratively with faculty and staff, will maintain the RCS presence in the community, including the digital community, to promote the school, support its events and programs, and advance the school.

**GENERAL DUTIES/RESPONSIBILITIES** to include:

1. Drive student recruitment
  - Field inquiries from prospective families, track source and demographic data
  - Develop rapport with prospective families and manage pipeline process including scheduling and conducting tours, interview(s) with Principal, and follow through.
  - Ensure engaging and accurate in-person tour program, information packets, and promotional items
  - Coordinate Open House events as planned in executive calendar
  - Collaborate with school faculty and staff throughout the process
  - Maintain monthly reports of recruitment, enrollment and advancement activities, working with Principal toward meaningful statistics and board-level presentation as well as seeking insights from data
2. Advance and promote RCS
  - Develop and manage fundraising campaigns
  - Enhance the donor experience and strengthen relationships with alumni, parents and family, previous donors, businesses, and community members through newsletters and other communication to drive sustaining support
  - Promote school events
  - Maintain social media presence with current and engaging posts
  - Seek promotional opportunities for RCS at community events
  - Develop promotional videos and ads
3. Strengthen RCS presence in the community including the digital community
  - Foster relationships and maintain promotional presence with schools and churches in the community with high likelihood of alignment with RCS
  - Ensure RCS identified in directories of schools in the greater Phoenix community including private, classical, Christian
  - Ensure RCS website is accurate and current including
    - Statement of Faith, Philosophy of Education, mission, vision, and governance
    - Admission requirements and standards

- Tuition, fees, and scholarship opportunities
- Links to resources for current faculty, staff, and families including governing and resource organizations eg CSI, ACCS

#### 4. Internal Communication

- Maintain executive and academic calendar
- Coordinate newsletter, gathering input and information across all school roles
- Ensure announcements reflected appropriately across RCS communication channels

### **QUALIFICATIONS:**

- Subscribe to and with RCS Statement of Faith
- Embrace the RCS Philosophy of Education and be able to articulate and promote its distinctives
- Self-directed, able to work independently and collaboratively
- Organized, results-oriented, creative problem solver
- Team player, communicates well with peers and manager(s), willing to be a helping hand
- Adept at designing and refining communication to stakeholder or target audience
- Working experience with multi-channel communications, non-profit organizations, workflow design
- Highly skilled with productivity toolset eg MS Office Word, Excel, Powerpoint including file management, versioning, mail merge, and fillable electronic forms
- Advanced knowledge of quality photography, digital graphics arts software, Canva and other graphics/communication media programs, Google photo drive, etc.
- Web and Social Media tools navigation: Wordpress, plug-ins, Instagram, Facebook, Constant Contact, Sycamore School management platform, evite and e-newsletter distribution programs, and other such platforms.