

POSITION: ADMISSIONS OFFICER



Bethel Christian Academy (BCA) Job Description Overview

Responsible for the admissions task coordination including recruitment of students into Bethel Christian Academy from preschool through middle school. This includes maintaining relationships with current parents, students, and other academic entities to create the potential for increased enrollment at Bethel Christian Academy. Provides information and recommendations to the school leadership regarding best practices in school admissions.

Along with the administration, represents the school to current families. Facilitates retention of current students and conducts research on student matriculation and attrition. Supports parent involvement through participation with the Parents In Partnership (PIP) parent organization. Works with the administration to conduct student testing and evaluation and reporting of test results.

Manages student applications throughout the enrollment process. Represents the school to prospective students, parents, and the community. Studies enrollment trends, markets the school to prospective students and parents, responds to inquiries, and assists parents throughout the admissions process. Works with volunteer parents, former parents, and alumni to recruit new students. Collaborates with the financial aid office to assist families with financial planning.

Participates in marketing decisions to increase enrollment, collaborates with school administrators in the development of admissions paperwork including updating and managing the online applications, conducts school tours, makes arrangements for prospective students to “shadow” a class, conducts entrance testing, and provides test results to administrators.

Reports directly to the Principal, Bethel Christian Academy (or designee). As needed may be asked to undertake duties not explicitly delineated in this job description.

Bethel Christian Academy is a ministry under the leadership and guidance of Bethel Ministries, Inc.

QUALIFICATIONS:

- Bachelor’s Degree
- Two to five years of school administration or other relevant experience
- Knowledge of admission practices, options, and enrollment criteria

PERSONAL QUALITIES:

- Christian character; Integrity
- Reliable; willing to serve
- Teachable; willing to learn
- Able to take direction
- Organized
- Likes and interacts positively with children/teens and parents
- Understands the mission and vision of BCA and is committed to the school's success

PERFORMANCE RESPONSIBILITIES

1. School Community

- Provide new parent orientation.
- Facilitate parent relationships with one another through events, activities, and personal introductions.
- Communicate effectively to parents regarding information of interest to them as stakeholders in BCA.
- Participate in activities and events of the Parents In Partnership (PIP).
- Facilitate positive school climate through relationship building with parents, students, and staff members.
- Participate in annual school community events to become known and build relationships (e.g., annual Carnival, Evening of Excellence).
- Establish a responsive relationship with parents by listening to concerns and directing them to appropriate responsible administrators/leaders.

2. Student Retention

- Coordinate with the Principal and Assistant Principal to plan events and activities to enhance student retention (e.g., "A Look Ahead")
- Evaluate student achievement through facilitating the annual administration of standardized achievement tests and review and reporting of the results.
- Establish processes to determine reasons for loss of students and changes in student enrollment.

3. New Student Enrollment

- Participate in marketing decisions to increase enrollment.
- Establish processes for the recruitment, marketing, and enrollment of students.

- Participate in school marketing fairs.
- Interface with online marketing organizations (e.g. Niche, Goodschools.com)
- Assist in creating marketing materials and arranging direct mailings.
- Collaborate with other administrators in the development and maintenance of enrollment paperwork.
- Maintain and update online enrollment applications
- Conduct school tours for prospective families.
- Conduct enrollment testing of potential students; provide results to administrators.
- Be knowledgeable regarding reading report cards and transcripts as enrollment criteria.

4. Student Services

- Assist in obtaining and compiling student records in compliance with legal requirements.
- Provide information and connectivity for academic or other support for students as needed.

5. Community Relations

- Foster and maintain effective two-way communication between Bethel Christian Academy and the local community.
- Develop relationships with individuals and community groups which foster support for BCA's goals, objectives, and programs.

CONDUCT:

Bethel Ministries, Inc. is a non-profit Christian organization representing Jesus Christ. Therefore, as a religious organization, Bethel may and does discriminate on the basis of religion, including, but not limited to religious affiliation, biblical morality and sexual orientation.

Bethel Ministries, Inc. requires employees to be born-again Christians, living their lives as Christian role models (Romans 10:9-10, 1 Timothy 4:12). A Christian lifestyle should reflect the biblical perspective of integrity and appropriate personal and family relationships, business conduct, and moral behavior.

- Employees will conduct themselves in a way that will not raise questions regarding their Christian testimonies.
- An employee is expected to demonstrate a teachable spirit, an ability to share love for others, a willingness to live contentedly under authority, and a commitment to follow the Matthew 18 principle when an issue arises with fellow employees or management.
- Moral misconduct, as defined by Scripture, violates the bona fide occupational requirement of employees being Christian role models. (1 Corinthians 6:9-20).

It is the goal of Bethel Ministries, Inc. that each employee will have a lifestyle in which God "may have the preeminence."

(Bethel Ministries, Inc., Personnel Policy Manual, August 2014)

The position of BCA Admissions and Licensing Officer is a mid-level administrative position. An individual in this role shall remain free of any alcohol or non-prescribed controlled substance and abuse of any prescribed controlled substance in the workplace throughout his/her employment at Bethel Christian Academy. The Officer shall serve as a role model for faculty, staff, and students in how to conduct themselves in a way that honors Christ.

The Admissions and Licensing Officer has a legal responsibility to help instill in students the belief in and practice of ethical principles and biblical values.