

Job Title:	Enrollment & Marketing Coordinator
Department:	Enrollment and Marketing
Supervisor:	Chief Enrollment and Marketing Officer
Job Type:	Full-time, 12-month (occasional evenings/weekends required for events)
Employment Classification:	Non-Exempt
Supervisory Role:	No

Job Summary

The Enrollment & Marketing Coordinator supports the Chief Enrollment and Marketing Officer in advancing the school's recruitment and retention goals through strategic communication, marketing support, and front-line engagement with prospective and current families. This role manages day-to-day social media efforts, assists with website and campus communications, supports admissions events and family onboarding, and serves as a primary point of contact for inquiring families.

The ideal candidate will have a degree or equivalent experience in marketing, communications, journalism, or public relations, and be a motivated self-starter who thrives in a fast-paced environment and is eager to grow professionally while contributing to a culture of innovation and organizational growth.

Essential Job Functions

Marketing & Communications Support

- Manage and execute the school's K–12 social media presence, ensuring consistent messaging, timely content, and alignment with enrollment and marketing goals.
- Lead the school's website presence by doing regular content audits and updates in collaboration with the Chief Enrollment and Marketing Officer.
- Assist with school-wide communications, including weekly newsletters, digital, print, and outdoor signage.
- Position the school as a thought-leader through effective public relations support.
- Help implement marketing initiatives that support student recruitment, retention, and brand visibility.
- Strengthen the school's reputation by developing and executing strategies to improve ratings and visibility on school review platforms such as Niche.
- Manage the school's marketing materials including swag and spirit items.

Admissions Support & Family Engagement

- Serve as a welcoming first point of contact for prospective families by answering phones, responding to inquiries, and directing families appropriately.

- Support the admissions team with events such as open houses, tours, shadow days, and recruitment activities.
- Assist with onboarding newly enrolled families by supporting communication, events, and relationship-building efforts.

Administrative & Collaborative Support

- Provide ongoing support to the Chief Enrollment and Marketing Officer in executing enrollment and retention strategies.
- Maintain accurate records related to inquiries and events as assigned.
- Collaborate with admissions, academic divisions, and other departments to ensure smooth communication and a positive family experience.
- Perform additional duties as assigned in support of enrollment and marketing objectives.

Core Competencies

- **Adaptability & Accountability:** Adapts to changes in the work environment, manages competing demands, open to criticism and feedback, changes approach or method to best fit the situation, and takes responsibility for own actions.
- **Analytical Skills:** Synthesizes complex or diverse information, prioritizes projects, and determines best way of meeting deadlines and requirements.
- **Attendance & Punctuality:** Schedules time off in advance, begins working on time, keeps absences within guidelines, ensures work responsibilities are covered when absent, and arrives at meetings and appointments on time.
- **Business Ethics:** Works with integrity and ethically, upholds organizational values, and abides by written policies.
- **Communication:** Ability to communicate clearly and effectively and take direction from supervisors. Expresses ideas and thoughts both verbally and in written form, exhibits good listening skills and comprehension, responds well to questions, and writes clearly and informatively. [FOR WRITTEN DELIVERABLES Edits work for spelling and grammar. Presents accurate numerical data effectively.]
- **Customer Service:** Provides prompt and high-quality service to team members, vendors, and internal/external customers. Ability to remain calm in stressful situations. Resolves service issues in the assigned project/department in a timely and professional manner.
- **Organization:** Maintains clean, functional workspace, continuous workflow to meet daily/weekly/monthly deadlines.
- **Teamwork / Morale:** Treats others with professionalism, gives and welcomes feedback, inspires the trust of others, displays a solution-driven mindset, offers assistance and support to co-workers consistent with this role, works cooperatively and collaboratively in group situations. Engages consistently in professional behavior.

Other Duties

- Attend staff, departmental, and other required meetings and trainings.
 - Other duties as assigned.
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Qualifications, Experience, and Education

- Bachelor's degree in communications, marketing, journalism, or a related field preferred; relevant experience may be considered.
 - Strong written and verbal communication skills.
 - Experience with social media management and basic marketing or communications support.
 - Excellent organizational skills and attention to detail.
 - Ability to operate in a fast-paced environment.
 - Ability to build positive relationships with families and communicate with warmth and professionalism.
 - Proficiency with Microsoft Office and comfort learning school systems and platforms.
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Spiritual Expectations

- Demonstrate a growing, authentic relationship with Jesus Christ.
 - Model Christ-like character in speech, attitude, and actions in interactions with students, families, and colleagues.
 - Support the school's mission, Statement of Faith, and commitment to Biblical values as outlined in specific white papers.
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Working Environment and Physical Requirements

- Ability to sit or stand for extended periods, move about campus, lift up to 25 pounds occasionally, and use standard office equipment.
- Willingness to work occasional evenings and weekends for school events.

This job description is designed and intended only to summarize the essential duties, responsibilities, qualifications, and requirements to clarify the general nature and scope of the stated role as part of the overall organization. The job description does not list all the tasks they might be expected to perform. It does not limit the right of the employer/supervisor to assign additional tasks or otherwise modify duties to be performed.

Acknowledgment

I, _____ (Print Name) understand the above job description and agree to comply with, and be subject to, its conditions. I understand that the Dayton Christian School reserves the right to delegate, remove, expand or change any and all responsibilities listed above and will inform me of any such change. I acknowledge that I can fulfill the above duties with or without reasonable accommodation.

Employee Signature

Date

Supervisor Signature

Date