



ELIJAH HOUSE ACADEMY

becoming

Position Description:

Admissions and Communications Manager

Position Goals :

When a family is looking for a place to educate their children, first impressions and good communication matters. EHA needs someone passionate about creating an incredible first impression in addition to making those moments possible through networking and building pipelines to EHA. Additionally, this person will help cultivate good communication practices and steward our brand through the creation of communication pieces. Collectively these initiatives will help expand the mission's impact on the city of Richmond. The following are the main goals of the position:

- manage admissions processes
- market the school to potential families
- coordinate engagement of current families
- manage internal and current/prospective parent communications in addition to collaborating with donor communications

Position Reporting Responsibility:

This position reports directly to the Head of School.

Position Qualifications:

Qualified candidates will:

- Agree with the EHA statement of religious beliefs
- Steward the mission, vision and values of EHA
- Demonstrate an ability to build relationships, communicate and collaborate with our diverse community
- Hold a Bachelor's degree, preferably in communications or marketing, or demonstrate comparable work experience in the field
- Offer marketing or communications work experience (not required, but strongly preferred)
- Demonstrate mastery or an aptitude to master the systems we use including RenWeb and various Google Applications



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Position Functions and Essential Duties:

1. Manage the admissions and reenrollment processes
 - a. Update and maintain the EHA admissions and enrollment portals in RenWeb
 - b. Track and respond to all inquiries in a timely manner
 - c. Manage application filing processes
 - d. Track applicants through the steps of the admissions process
 - e. Coordinate admissions assessments with academic dean
 - f. Consistently communicate with applicant families in a timely and professional manner
 - g. Coordinate parent interviews with the Head of School
 - h. Communicate admission status to families and administrative staff
 - i. Serve as the point person for families as they transition from application to enrollment and through the first several weeks of school
 - j. Create a process for onboarding new families and offboarding non-returning families
 - i. Plan and coordinate New Parent Orientation
 - ii. Coordinate launch day
 - iii. Introduce new students/families to faculty and staff
 - iv. Create and send a new parent survey one month after the beginning of the school year
 - v. Create and send exit survey to non-returning families
2. Market the school to potential families
 - a. Plan and implement opportunities for prospective families to learn more about EHA - to experience its culture, programs and community
 - i. Weekly or twice-monthly school tours
 - ii. 3-4 open houses annually
 - iii. Other events
 - b. Develop and maintain relationships with organizations for the purpose of recruiting prospective families



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- i. Strategically identify and build relationships with churches, preschools, feeder schools and afterschool programs where we can recruit potential families
 - ii. Attend recruiting events
 - iii. Provide promotional resources to these partners that communicate important admissions office dates (postcard, etc.)
 - c. Strategically advertise to prospective families
 - i. Website
 - ii. Word of mouth
 - iii. Pastors and churches
 - iv. Social media
 - v. Magazines
 - vi. Newspapers
 - vii. Other creative ideas (i.e. metro transit)
3. Coordinate engagement of current parents/families
 - a. Plan and implement opportunities for current families to engage with EHA and deepen relationships
 - i. Coordinate home visits
 - ii. Plan and help execute grade level surveys and meetings
 - iii. Coordinate Saturday parent-student school days
 - b. Coordinate parent ambassadors
 - i. Strategically identify parents
 - ii. Envision and train parents for effective advocacy for both current and prospective parents
4. Manage the creative development, distribution and maintenance of all print and electronic materials to current/prospective parents and staff; collaborate with development team on donor communication