

Marketing and Admissions Job Description

Job Type: Negotiable **Schedule:** Flexible; Full-time or part-time; 12 months **Reports to:** Director

Overview

The Marketing & Admissions Coordinator will have the unique opportunity to serve the Cornerstone community by helping families discover and join the mission of Cornerstone Christian Academy. This individual will communicate the school's vision clearly and warmly to prospective families, support enrollment growth, and strengthen the school's public presence.

The ideal candidate will be missions-minded, organized, relational, and passionate about Christian education. The coordinator will oversee marketing initiatives, guide prospective families through the admissions process, and help ensure a welcoming and professional experience for all who interact with the school.

Spiritual Qualifications

- Demonstrates a wholehearted commitment to Jesus Christ and a consistent daily walk with Him
- Models Christlike attitudes, speech, and actions in personal and professional life
- Actively involved in a local evangelical church
- Fully affirms and supports the school's Statement of Faith, Core Values, Mission, and Vision
- Commits to regularly praying for the school community and activities

Personal Qualifications

- Integrity, discretion, and spiritual maturity
- Dependable, teachable, self-starter; ability to meet deadlines and follow through on tasks
- Missional mindset, servant's heart, and teamwork mentality
- Lifelong learner, always seeking to learn new skills and knowledge
- Warm, welcoming, and approachable personality
- Strong interpersonal skills and professionalism
- Highly organized with strong attention to detail
- Ability to handle multiple projects and adapt as needed

Professional Qualifications

- Bachelor's degree in marketing, communications, or a related field
- Experience in marketing, admissions, communications, or customer relations preferred
- Experience in a Christian school or ministry setting preferred
- Strong writing, communication, and presentation skills; ability to articulate the value and distinctives of a Christian school
- Proficiency with Microsoft Office and familiarity with social media platforms
- Experience with graphic design tools, email marketing platforms, photography, or website management preferred

Responsibilities

1. Serve as the primary point of contact for prospective families, responding to inquiries and guiding them through the admissions process.
2. Coordinate campus visits, tours, and shadow days to provide a welcoming and informative experience for visiting families.
3. Manage the application and enrollment process, ensuring timely communication and accurate records.
4. Develop and implement marketing strategies to promote the school and support enrollment growth.
5. Produce and update marketing materials (including brochures, flyers, and digital content) using high-quality photographs and engaging copy.
6. Manage and update the school’s website and social media accounts to professionally reflect current programs, events, and school life.
7. Assist in planning and promoting school events, such as open houses, information nights, and community outreach activities.
8. Photograph events and classes as needed for promotional purposes.
9. Build and maintain positive relationships with prospective and current families.
10. Collaborate with school leadership and staff to promote school news, programs, and achievements.
11. Track and report enrollment data and marketing effectiveness to the Director.
12. Participate effectively as part of the CCA team and positively represent CCA to the public.
13. Participate in staff meetings and school events as needed.
14. Provide occasional classroom support, substitute teaching, or other duties as needed.
15. Meet everyday stress with emotional stability, objectivity, and optimism.
16. Perform other duties as assigned by the Director.

This job description is intended to outline the general responsibilities of the position and may be adjusted as needed to support the mission and operations of Cornerstone Christian Academy.

Employee Signature

Director Signature
