

Director of Admissions

Department:	Admissions / Enrollment Management
Reports To:	Head of School
FLSA Status:	Exempt
Employment Term:	Full-time, 12-month
Faith Commitment:	Required — see Qualifications below

POSITION SUMMARY

The Director of Admissions leads the strategy, process, and team responsible for attracting, enrolling, and retaining students who are a strong fit for The King's Academy's Christ-centered mission. TKA currently serves 373 day students and 51 boarding students — a boarding population that continues to grow — in grades PreK3 through 12. This position requires a blend of relational ministry, marketing and recruitment strategy, and disciplined enrollment management to help families discern whether TKA is the right fit for their student, while meeting the school's annual enrollment and retention goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Enrollment Strategy & Leadership

- Develop and execute an annual admissions and enrollment strategy in alignment with TKA's mission, enrollment goals, and strategic plan.
- Set and track annual enrollment targets by grade level, including day and boarding populations, in coordination with the Head of School.
- Analyze enrollment trends, inquiry-to-enrollment conversion, and retention data to inform strategy and reporting to school leadership and the Board.
- Manage the admissions budget, including recruitment travel, marketing materials, and events.
- Supervise and develop admissions office staff, including day and boarding admissions counselors.

Recruitment & Marketing

- Build and manage relationships with prospective families, feeder schools, churches, and community organizations.
- Plan and host open houses, shadow days, and admissions events for prospective families.
- Represent TKA at recruitment fairs, church and community events, and — for boarding and international recruitment — regional or international education fairs as needed.
- Partner with the marketing team on admissions collateral, website content, digital advertising, and social media to support recruitment goals.
- Lead recruitment strategy and relationship management for TKA's growing boarding and international student population, including coordination with recruitment agencies where applicable.

Admissions Process Management

- Oversee the full admissions cycle: inquiry, campus visit, application, testing/assessment, interview, and enrollment decision.
- Conduct family interviews and coordinate student shadow days and assessments.
- Ensure timely, gracious communication with families throughout the admissions process, reflecting TKA's mission and values.
- Manage the admissions database/CRM, ensuring accurate tracking of inquiries, applicants, and enrollment status.
- Coordinate with the Registrar on transcript review, course placement, and transfer credit evaluation for incoming students.
- Coordinate with the Business Office on tuition, financial aid, and enrollment contracts.
- Support re-enrollment and retention efforts for current families in partnership with the Head of School and division heads.

General

- Model Christ-like character and represent TKA's mission and Statement of Faith to prospective families with clarity and warmth.
- Maintain strict confidentiality of family, financial, and student information.
- Collaborate with the Head of School, Business Office, Registrar, and division heads on enrollment planning and reporting.
- Perform other duties as assigned by the Head of School or designee.

QUALIFICATIONS

Spiritual and Character Qualifications

- A personal, growing relationship with Jesus Christ and an active member of a local, Bible-believing church.
- Agreement with and willingness to sign TKA's Statement of Faith and to model a biblical worldview and lifestyle consistent with school policy.
- A demonstrated heart for representing TKA's mission to prospective families with integrity, warmth, and discernment.

Education and Experience

- Bachelor's degree required; Master's degree in education, business, marketing, or a related field preferred.
- Prior experience in admissions, enrollment management, marketing, or sales strongly preferred, ideally within an independent or Christian school setting.
- Experience with boarding or international student recruitment a plus.
- Familiarity with admissions/CRM platforms (e.g., Ravenna, Blackbaud, Finalsite, or similar) preferred.

Knowledge, Skills, and Abilities

- Strong relational, sales, and communication skills with prospective families, students, and community partners.
- Ability to lead and develop an admissions team and manage multiple concurrent recruitment cycles.
- Comfortable analyzing enrollment data and reporting trends to school leadership.
- Ability to maintain confidentiality and exercise sound, discreet judgment with sensitive family and financial information.
- Comfortable working with a culturally diverse, international student population.
- Proficiency with standard office, database, and CRM software; ability to learn new systems quickly.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

This position is primarily performed in a standard school office environment, with regular time spent touring campus with prospective families in all weather conditions. The employee must be able to sit or stand for extended periods, use a computer for extended periods, and occasionally lift materials up to 25 pounds. Regular evening and weekend work, as well as periodic travel, is required for admissions events, recruitment fairs, and boarding/international recruitment.

ACKNOWLEDGMENT

This job description reflects the general nature and level of work performed and is not an exhaustive list of all duties, responsibilities, and qualifications. The King's Academy reserves the right to revise this description at any time.