



Spring 2019

To Whom It May Concern:

Christian Faith School is looking for a Marketing and Admissions Coordinator who will work directly with the Head of School to promote school awareness as well as build sustainable enrollment for Christian Faith School. The Marketing and Admission Coordinator will represent the positive culture of CFS through multiple communication avenues.

Christian Faith School has a rich history of providing Christian education in the Puget Sound region. Our early education through 12<sup>th</sup> grade program educates 315 students this year; we believe God desires to grow our enrollment each year. Once a church sponsored school, Christian Faith School is now a separate non-profit, sharing the building with the original “parent” church.

The mission of Christian Faith School is to “offer families a superior, Bible-based education that equips students to be socially relevant leaders who are fully prepared for higher achievement.” The Marketing and Admissions Coordinator will promote the mission by accomplishing the attached job description, and filling our classrooms with mission appropriate students.

We will hire someone who is a born-again Christian, whose life is committed to the truth of God’s Word, and who has a passion for sharing the program of CFS with families who are considering Christian education. Experience in a Christian school is preferred.

We invite you to complete the attached application for this full-time position and return it to our Director of School Operations: Stephanie Pond at [stephaniep@christianfiathschool.com](mailto:stephaniep@christianfiathschool.com). We anticipate God’s blessing on you and on Christian Faith School as we seek His plan.

Serving Him,

  
Debbie Schindler  
Head of School

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F: 253.200.1335

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Federal Way, WA 98003

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## Marketing and Admission Coordinator Job Description

**Job Title:** Marketing & Admissions Coordinator  
**Reports To:** Head of School

### Job Description:

The full-time Marketing and Admissions Coordinator will direct and oversee all aspects of school promotion, encouraging new applicants to inquire, visit, and apply to the school. The Marketing and Admissions Coordinator will provide innovative leadership in admissions, marketing and recruitment. The coordinator will be energetic, detail-oriented, skilled with technology and social media, comfortable speaking to both small and large groups, and able to manage and prioritize multiple tasks. The employee will be both self-directed and able to work collaboratively. Excellent written and oral communication skills are essential. The marketing functions will be focused on both internal and external audiences. The employee will oversee the admissions program and support the school's mission while serving as the chief admissions ambassador for prospective families.

### Job Functions:

- Develop and implement strategic marketing with forecasts to achieve the school's objectives for enrolling students
- Plan and oversee advertising and promotion activities including, but not limited to, print, online, electronic media, and direct mail
- Ensure that all marketing activities are focused on results □
  - Represent and promote CFS at local, evening, and weekend events
- Adjust marketing strategies to meet changing markets and competitive conditions
- Establish and maintain relationships with key strategic partners in the local community

### Requirements:

- Bachelor's degree in sales, marketing or business preferred
- Five years of related successful experience with progressive marketing responsibilities
- Knowledge of school marketing techniques
- Effective ability to communicate orally or in written form with internal and external customers
- Self-directed, demonstrating tact and diplomacy, with a courteous and professional demeanor

**Work Hours & Compensation:** Full-time Monday- Friday 7:30 a.m. to 4:00 p.m. Performance will be measured by results in attracting

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potential students, giving school tours, and increasing enrollment. Compensation for this position will be commensurate with the candidate's background and experience.

## Marketing and Admission Coordinator Job Description

**Responsible to:** Head of School

**Type of position:** Contracted, non-exempt employee who is paid on an hourly basis.

### Required Spiritual Qualities

It is expected that the Marketing and Admission Coordinator will:

- Believe the Bible to be the inspired, the only infallible, authoritative, inerrant Word of God—our standard for faith and practice.
- Acknowledge Jesus Christ as Savior and seek to live life as His disciple.
- Demonstrate a desire for spiritual growth as evidenced by his or her prayer life, Bible study, and spiritual outreach to others
- Be a Christian role model in attitude, speech, and actions toward others (Luke 6:40), including being committed to God's biblical standards for sexual conduct.
- Share the Christian faith with other people.
- Live in a Christ-centered home.
- Actively participate in a local Bible-believing church.
- Believe and actively support the school's Statement of Faith.
- Evidence the fruit of the Spirit in life.
- Have a conviction that God has called him/her to Christian school ministry.
- Reflect and teach the mission, vision, and core beliefs of the school.
- Reflect the purpose of the school, which is to honor Christ in every decision and event.
- Maintain high standards of ethics, honesty, and integrity in all personal and professional matters.
- Follow the Matthew 18 principle in dealing with conflict with students, parents, staff, and administration.



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## Marketing and Admission Coordinator Job Description

### Required Personal Qualities/Functions

It is expected that the Director of Marketing and Admissions will:

- Have the spiritual maturity, academic ability, and personal leadership qualities to “train a child in the way he should go” (Prov. 22:6, NIV).
- Be an enthusiastic visionary, an encourager, and a self-starter with a high energy level.
- Demonstrate sensitivity toward staff, parents, volunteers, and children, and an ability to interact effectively with them.
- Meet everyday stress with emotional stability, objectivity, and optimism.
- Collaborate with other staff to lead marketing events such as open houses, student showcases and other events as requested by the Head of School.
- Be expert at promotion of the school on multiple media platforms.
- Understand the importance of discernment, discretion, and confidentiality in conversations with potential families.
- Develop and maintain rapport with students, parents, and staff by treating others with courtesy, patience, friendliness, dignity, respect, and a good sense of humor.
- Defend Biblical principles and convictions in the face of pressure and partisan influence.
- Recognize her/his mistakes and take measures to correct them.
- Be a team player.
- Use acceptable English in written and oral communication. Speak with clear articulation.
- Respectfully submit and be loyal to constituted authority.
- Appreciate and understand the uniqueness of the school community.
- Manage the details on the school management software with efficiency and accuracy.
- Place her/his school ministry ahead of other jobs or volunteer activities.
- Maintain a personal appearance that is a Christian role model of cleanliness, modesty, and good taste consistent with school policy.

### **Please Note:**

*The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.*