



Marketing, Communications & Admissions Director

Purpose: The Director of Marketing, Communications & Admissions provides creative and strategic leadership for the church/school's internal and external communication, marketing initiatives and admissions initiatives.

Accountable to School Principal

Direct the admissions and enrollment process at ASLS including recruitment events and CRM platform management.

Develop and execute marketing initiatives that align with mission and brand to grow enrollment at school.

Exercise leadership in all strategic marketing initiatives for both church and school.

Ensure brand and messaging quality and consistency and establish guidelines to apply across all departments, activities, and events.

Guide the development and effectiveness of the website and social media platforms and maintain the Abiding Savior Lutheran School website as well as Instagram, YouTube, and Facebook accounts.

Design and produce special event graphics/print materials

Deliver fresh, relevant content across all communication and marketing platforms including any and all written communications, e-mail blasts and the messaging on the church/school sign and the atrium TV graphics.

Coordinate and develop weekly email newsletters for church and school.

Meet with Ministry leaders to develop and support their individual efforts while helping keep a strategic focus on the churches overall mission and vision

Host FAN events (parent ambassador group) and lead participants in ways to support ASLS.

Keep Sycamore home page and documents up-to-date.

Generate press releases and submit to local media when needed.

School office support staff

Event Coordinator for annual Golf Tournament

Other miscellaneous responsibilities: yearbook, emergency sub for school, fundraising in general

Software: Sycamore, Bloomz, Basecamp, Enquiry Tracker, Wordpress, Google Drive, GroupMe, Square, Mac and PC.