



## **JOB DESCRIPTION**

### **DIRECTOR OF ADMISSIONS & MARKETING**

### **MILLENNIUM CHARTER ACADEMY**

The Director of Admissions and Marketing is a key member of the school's team responsible for advancing the mission of Millennium Charter Academy through strategic enrollment management and communications. This individual will oversee all aspects of student recruitment, admissions, and retention, as well as lead marketing and communications efforts that promote the school's identity and engage current and prospective families. This position reports directly to the Headmaster, collaborating closely on all admissions and marketing initiatives.

#### **Admissions & Enrollment:**

- Develop and implement a comprehensive enrollment strategy to attract and retain students
- Manage the admissions process from inquiry through enrollment, including tours, open houses, applications, and onboarding
- Discuss the school in depth and tour potential families, making families feel welcome and well informed
- Build and maintain relationships with prospective families and community partners
- Maintain accurate admissions and enrollment data; prepare reports and analytics for school leadership
- Provide a summary of the Admissions and Marketing Departments' activities for monthly board meetings

#### **Marketing & Communications:**

- Create and execute a strategic marketing plan to elevate the visibility of Millennium Charter Academy and highlight its traditional, classical identity, academics, athletics, arts, and student life
- Oversee the school's branding, digital presence (website and social media), advertising, and print materials
- Collaborate with faculty, staff, parents, students, and alumni to share compelling stories, testimonials, and school news

#### **Community Engagement & Retention:**

- Organize & coordinate all Admissions related events for the school year (e.g. Open Houses or family events on campus)
- Collaborate with administration to develop and support retention strategies across grade levels
- Serve as a school ambassador at internal and external events
- Facilitate & coordinate Family-led & Student-led Ambassador programs

Millennium Charter Academy does not discriminate in any personnel matters or in the provisions of programs and services on any basis prohibited by law. This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the Director of Admissions & Marketing.