

## **St. Croix Lutheran Academy**

**Date: 06/19/2018**

**Position Title:** Domestic Recruitment Coordinator

**Reports to:** HS Principal (primary); MS Principal; President

**Position Summary:** This position will focus on developing and implementing the domestic recruitment efforts for the school. Candidate will serve as the primary outreach person to prospective students and families. Association and Community recruiting efforts will be coordinated with the high school and middle school principals and national recruitment with the school President. Support will be provided by the Admissions Coordinator and the Admissions Assistant.

### **Position Description:**

#### Association Recruitment

- Develop annual fall recruitment presentations based on the selected school year theme to use on visits to Association schools.
- Organize/Support recruitment activities for Homecoming.
- Maintain and enhance special campus recruitment days for targeted age groups.
- Provide regular correspondence with teachers, pastors and lay leaders
- Serve as the key recruiting contact for prospective Association families.

#### National Recruitment

- Develop recruitment presentations to be used on staff recruiting visits.
- Create promotional materials for WELS/ELS churches in target markets.
- Assist in identifying regional and national target markets where WELS/ELS congregations are underserved with secondary educational opportunities.
- Serve as the key recruiting contact for prospective families.

#### Community Recruitment

- Develop and implement a recruitment strategy for community students.
- Make presentations to the local community Christian elementary schools.
- Utilize the prospective student database to encourage school tours, student shadowing, and attendance at St. Croix camps and events.
- Visit community churches and communicate regularly about relevant topics and opportunities.
- Build relationships with Homeschool Groups.

#### Other Recruitment / Marketing

- Manage and maintain the prospective student database.
- Build relationships with families (especially community families) to positively impact retention.
- Work with the Marketing Committee to develop key messages and carry out a marketing plan.
- Develop and communicate stories that embody St. Croix student experiences.