

Trinity Lutheran School – Director of Marketing & Admissions Position Announcement

Trinity Lutheran School (Roselle, IL) seeks an experienced, creative, and highly motivated Director of Marketing & Admissions to lead the school's enrollment and marketing efforts. This is a unique opportunity for a relationship-driven, organized, and mission-minded professional to design and implement a comprehensive admissions plan, share the story of Trinity, welcome new families, and grow our Christ-centered community of learners.

Key Responsibilities

The Director of Marketing & Admissions is responsible for developing and carrying out strategies that increase awareness, grow enrollment, and strengthen relationships with prospective and current families. Responsibilities include, but are not limited to:

Marketing & Promotion

- Develop and implement a comprehensive marketing plan that supports Trinity's enrollment goals and raises visibility in the community.
- Update and maintain the school's website to ensure timely, engaging, and user-friendly content.
- Create brochures, newsletters, social media posts, digital ads and other promotional materials that highlight Trinity's mission and strengths.
- Strengthen relationships with local churches, preschools, and community organizations to build awareness and partnerships.
- Share the stories of Trinity students, families, and faculty through meaningful content and community outreach.
- Coordinate with local media and community outlets to promote school milestones and events.

Admissions & Enrollment

- Develop and implement a clear Admissions Plan and strategies that establish best practices for recruiting, welcoming, and retaining families.
- Serve as the primary point of contact for prospective families, providing a warm, welcoming, and personal experience.
- Manage the admissions funnel from inquiry through enrollment, ensuring timely communication and follow-up.
- Organize and promote admissions events such as open houses, tours, shadow days, and new family orientations.
- Track inquiries, applications, and enrollment outcomes; provide regular reports to the Principal.
- Support current families through strong retention practices and engagement strategies.

Community Engagement & Collaboration

- Partner with staff and volunteers to ensure Trinity's mission is consistently communicated.
- Recruit and manage parent and student ambassadors to support admissions and community events.
- Collaborate with teachers, staff, and leadership on special projects and initiatives that support growth and retention.
- Act as a visible and engaged representative of Trinity in the Roselle community.

Qualifications

- Bachelor's degree or equivalent experience required.
- At least 3 years of experience in marketing, admissions, communications, or related fields.
- Strong organizational and project management skills with the ability to meet deadlines.
- Excellent communication skills—written, verbal, and interpersonal.
- Creative thinker with the ability to share stories and connect with families.
- Collaborative team player who works well with staff, volunteers, and community partners.
- Proficient using technology, social media, and data systems to support marketing and admissions.
- Ability to establish an admissions plan and lead the school in adopting best practices for recruitment and retention.
- A committed follower of Jesus, motivated by the Great Commission (Matt. 28:18–20).

Position Details

- Start Date: Winter 2025
- Classification: Full-time, exempt; occasional evenings and weekends for events and admissions activities required.
- Compensation: Salary range is \$60,000 – \$70,000, commensurate with qualifications and experience.

To Apply

Please submit your resume and a cover letter outlining your qualifications and interest in the role to jobs@trinityroselle.com.

About Trinity Lutheran Church & School

Trinity Lutheran School has been serving the Roselle community for over 125 years, providing a Christ-centered education where students grow academically, socially, and spiritually. Our mission, "Loved by Jesus – Trinity Gathers, Grows, and Sends!", guides all that we do as we partner with families to nurture the next generation of disciples and leaders.

Trinity Lutheran School is an equal opportunity employer.