



**NORTHWEST OHIO
CLASSICAL ACADEMY**

Position: Enrollment Manager

Supervisor: Director of Institutional Advancement

- Create a compliant process for enrolling and withdrawing students.
- Communicate in a timely manner to the EMIS coordinator on discipline, enrollment, withdrawals, and address changes.
- Oversee the process of maintaining and updating all state required enrollment documents on an annual basis through Final Forms.
- Collaborate with Final Forms to create, edit, and update student forms.
- Prepare for, execute, and track data from all enrollment events.
- Maintain an enrollment interest management system to track contacts.
- Maintain an enrollment dashboard for up to date enrollment and waitlist data.
- Schedule student shadows and prepare student ambassadors, staff, and faculty to welcome guests.
- Schedule and run all family tours and enrollment interest meetings.
- Communicate enrollment policies and procedures to all relevant staff members.
- Develop annual enrollment calendar.
- Serve as a point of contact for vendors related to enrollment and marketing efforts.
- Support administration in building enrollment by planning for, attending, and hosting a minimum of six enrollment events.
- Recruit and enroll additional students throughout the school year when withdrawals should occur.
- Facilitate enrollment lottery, family communication, registration process, document verification, and document compliance.
- Provide weekly updates regarding the enrollment progress to administration.
- Serve as point of contact for families interested in NOCA.
- Facilitate re-enrollment for current families.
- Ensure enrollment information in all print and digital media is current and accurate.
- Create content and maintain enrollment folders.
- Support Administration in development of a marketing plan in line with the school's budget and mission.
- Assist with implementing marketing opportunities.
- Design and update various marketing materials for the school such as yard signs, postcards, and fliers.
- Support administration in strategically planning marketing throughout the school year to promote enrollment and name recognition.



**NORTHWEST OHIO
CLASSICAL ACADEMY**

- Plan, write, edit, and seek out mission driven content to share across all marketing channels.
- Serve as point of contact for marketing vendors and new sources of marketing opportunities.
- Create interesting and varied content to promote classical education and the school's mission for social media usage.
- Create and promote Facebook events for school wide events.
- Create and manage social media advertising.
- Manage text service and email service.
- Maintain Facebook, Instagram, and school website.
- Create timely communications to prospective and current families.
- Collect and coordinate information, photos, and content for monthly newsletter for faculty/staff/administration.
- Seek out community engagement opportunities and cultivate relationships with like-minded organizations, preschools, and businesses.
- Create a system to track and engage alumni and alumni families.
- Maintain physical student files ensuring all files are in full compliance to be audited on an annual basis.
- Maintain student archives and initiate annual transfer of files to the archive room.
- Organize and maintain all enrollment event supplies.
- Other duties as assigned.