



WESTMINSTER ACADEMY

Marketing and Admissions Assistant Job Description

Purpose:

The Marketing and Admissions Assistant (MAA) is a full-time, 12-month support staff position that assists with all admission and marketing activities, including administrative details for applications, scheduling appointments, retention programs, and maintaining student databases for Westminster Academy. The MAA represents Westminster Academy to the public and requires the interpersonal skills of choosing joy, discretion, good judgment, and confidentiality. The assistant will serve as the first point-of-contact for the office of admissions and marketing. All employees of Westminster Academy must strive to “love the Lord in front of our students” and make the Christian faith observable in all aspects of the school community. The MAA is a minister of the Gospel in all facets of life at Westminster Academy. He/she is a role model for students and faculty and his/her walk with the Lord should be evident. The Christian mission, vision, and statement of faith of the school must guide the MAA as he/she interacts with parents, students, faculty, guests, contractors, and all those within and outside our faith community.

Reports to:

- Director of Admissions
- Director of Marketing & Communications

Works closely with:

- Administration
- Faculty and Staff
- Parents and volunteers

Specific Responsibilities:

Admissions

- Receive calls and voicemails for admissions and respond or direct the calls appropriately.
- Create, monitor, and maintain all calendars for tours, shadow days, and assessments.
- Work with the lead ambassador to make sure all tours are covered appropriately.
- Greet tours and complete tour wrap-ups when the director of admissions is unavailable.
- Write thank-you notes for touring families.
- Plan for and execute all prospective student shadow days.
- Monitor and update admissions checklists as soon as release forms are signed-records requests and shadows.
- Assist with all open houses and other admissions events. Some events will occur outside of regular school hours.
- Monitor inventory of tour materials, updating and reordering inserts as necessary.
- Oversee transfer of new student records to other departments.

Retention-Related Tasks

- Assist with planning, and hosting school events.
- Recruit, train, and monitor Amicus family buddy system.
- Plan, order, and create new family welcome kits and oversee delivery.

- Create new family folders and assist with new family welcome events.
- Organize and maintain the used uniform shop.
- Maintain inventory and organize Spirit Shop and assist with sales at school events.

TCAP testing coordinator for ESA

- Act as system contact.
- Attend Regional Meetings.
- Complete PAN activities for online and paper TCAP testing.
- Train anyone helping with test administration.
- Maintain test security.
- Lead test administration.
- Finalize testing details.
- Plan logistics of test administration that has minimal impact on students and families.

Marketing

- Help coordinate workflow of school-branded items such as House T-shirts & sweatshirts, Senior Sweatshirts, Senior Yard Signs, etc.
- Help with school video/photography and social media postings weekly.
- Act as the main point of contact for junior ambassadors.
- Assist in the weekly recording of the WA podcast.
- Maintain the public calendar with event creation and ticketing as necessary.
- Maintain lobby TV display.