



**Job Title:** Director of Marketing & Admissions  
**Reports to:** Chief Financial Officer  
**Work Schedule:** 11-months; 7:30AM-3:30PM daily  
with some evenings and weekends

**Date Posted:** April 2026  
**Start Date:** July 2026  
**Status:** Full-time with benefits

### **ABOUT SCS**

Statesville Christian School is a K-12<sup>th</sup> grade Christ-centered, college preparatory independent school located in Statesville, North Carolina, which exists train students, in partnership with families, to think, live, love, and lead as Christians through programs of academic excellence based upon a biblical worldview.

### **ABOUT THE ROLE**

The expectation of the Director of Marketing & Admissions involves overseeing the full admissions lifecycle, strengthening the school's marketing presence, and supporting donor relations and alumni engagement initiatives.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### ➤ **Marketing & Communications**

- Develop and execute a comprehensive marketing strategy to promote the school's mission, programs, and distinctives.
- Manage brand identity and ensure consistency across all platforms.
- Oversee digital marketing efforts, including website, email campaigns, and social media.
- Create compelling content (stories, videos, publications) that highlights student life and school impact.
- Collaborate with faculty and staff to promote academic, athletic, arts, and other extracurricular programs.

#### ➤ **Admissions Leadership**

- Oversee the entire admissions process from inquiry to enrollment and onboarding.
- Develop and implement recruitment strategies to meet enrollment goals.
- Build strong relationships with prospective families and guide them through the admissions journey.
- Coordinate admissions events, including open houses, campus tours, and shadow days.
- Maintain and analyze admissions data to improve processes and outcomes.

#### ➤ **Donor Relations & Alumni Engagement**

- Support development efforts by assisting with donor communication and engagement strategies.
- Help plan and execute fundraising campaigns and events.
- Cultivate relationships with alumni to strengthen long-term engagement and support.
- Maintain alumni communications and outreach initiatives.

**REQUIRED QUALIFICATIONS**

- Growing Christian with a credible profession of faith and involvement in an evangelical church.
- Experience with marketing, admissions, and/or donor relations.
- Experience in Christian education preferred.
- Strong interpersonal, communication, and organizational skills.
- Demonstrated ability to think strategically and execute effectively.
- Capacity to initiate and nurture relationships.
- Computer proficiency: MS Office and digital marketing tools. Experience with FACTS preferred. Should possess the ability to learn new technologies.
- Commitment to a lifestyle above reproach in line with the SCS Staff Handbook.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The majority of work will be performed on the school campus. The person in this role is regularly required to stand and walk for extended periods of time and may be required to lift up to 20lbs.