



New Hope
Christian Academy

Position: Manager of Enrollment, Admissions and ESA Support

Job Responsibilities:

- Under the direction of the Director of Early Childhood and in collaboration with the Senior Leadership Team, design and implement new strategies and enrollment initiatives to widen our admission funnel and increase enrollment, drawing new families and keeping mission-appropriate families.
- Oversee admission and enrollment processes from first inquiry to assimilation through RenWeb and Blackbaud Enrollment Management Systems.
- Educate and enlist faculty and staff to assist in the admission process.
- Work with the Early Childhood Director and the Marketing and Communications Director to develop a detailed marketing plan to target and retain mission-appropriate families.
- Manage the re-enrollment of current students with constant monitoring and reporting of attrition and retention to the Senior Leadership team.
- Collect and analyze meaningful data regarding admission at our school and beyond to support strategic decision-making.
- Follow-up with prospective and newly admitted families.
- Under the guidance of the CFOO and Early Childhood Director, develop and oversee the yearly admission budget.
- In collaboration with the Early Childhood Director and Principal, oversee all admission events, including group tours, individual family and student visits, open houses, and applicant screenings.
- Develop and create strong relationships within the community.
- Maintain confidentiality concerning sensitive student and family information.
- Represent the school at workshops, conferences, and fairs.
- Under the guidance of the Head of School and CFOO, organize and administer the financial aid program, including Education Savings Accounts.
- Shepard and support ESA-eligible families through the ESA application process, liaising with the Tennessee Department of Education as needed.
- Coordinate and lead the work of the Admissions Committee.
- Meet yearly new enrollment and re-enrollment goals.
- Create new applicant profiles in SIS and update applicant enrollment status upon completion of contract signing.

Qualifications and Attributes:

- Demonstrate a love for God and His children.
- Professing Christian who has a personal relationship with Jesus Christ.
- A bachelor's degree in education, management, marketing, public relations, communications, or a related field.
- Proficiency using Microsoft Office Suite, Google Workspace, and student information systems.
- Demonstrate a relentless commitment to the unique mission of New Hope Christian Academy.



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- An ability to collaborate, motivate others, and manage assignments with excellent organization, delivery, creativity, planning, and attention to detail.
- Is courteous and kind to everyone under all circumstances.
- An ability to meet goals and work under pressure to close enrollment gaps.
- Experience working in a non-profit or school setting that reflects a track record of cultivating positive relationships with colleagues, students, families, faculty, and staff. Some classroom teaching experience is preferred.
- Excellent writing and oral communication skills.

To apply, please send a resume and cover letter to hr@newhopememphis.org and complete the staff application on the school's website or click the following link: [Staff Application](#)