

Director of Experience

(Admissions, Marketing, and Communications)

Position Information

- **Position Title:** Director of Experience
 - **Reports To:** Head of School
 - **Position Type:** Full-Time | Exempt | 12-Month
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Position Purpose

The Director of Experience at Shepherd Christian School exists to lead, design, and steward the full experience of families, students, and prospective families as they engage with the school. This role oversees admissions, marketing, and communications with the goal of ensuring clarity, warmth, consistency, and mission alignment at every point of contact.

The Director of Experience views family engagement and storytelling as Christian ministry and strategic leadership—helping families understand Shepherd’s mission, values, and distinctives while guiding them thoughtfully through inquiry, enrollment, and ongoing partnership.

Christian Mission & Lifestyle Expectations

As a ministry of Shepherd Christian School, the Director of Experience is expected to model Christlike character and uphold biblical values consistent with the school’s mission.

The Director of Experience will: - Profess a clear Christian testimony and demonstrate a growing relationship with Jesus Christ. - Live a lifestyle of biblical integrity in speech, actions, and relationships. - Actively attend and support a Bible-believing church. - Support and uphold the school’s Statement of Faith, Lifestyle Agreement, and Ethical & Moral Integrity standards. - Model hospitality, clarity, professionalism, and servant leadership. - Follow the biblical principles of Matthew 18 when addressing conflict. - View admissions, marketing, and communications as ministry contexts that serve families and honor God.

Primary Responsibilities

Admissions Leadership & Enrollment Experience

- Lead the full admissions process from inquiry through enrollment.
- Serve as the primary front-facing leader for prospective families.
- Design and manage campus tours, open houses, shadow days, and admissions events.

- Communicate Shepherd’s mission, philosophy, and programs clearly and consistently.
- Partner with the Business Manager for back-office admissions processing and enrollment systems.

Marketing & Brand Stewardship

- Develop and implement marketing strategies that reflect Shepherd’s mission and vision.
- Oversee brand consistency across all platforms and materials.
- Manage digital presence including website content, social media, and promotional materials.
- Tell the Shepherd story compellingly through words, images, and experiences.

Communications

- Oversee internal and external communications to ensure clarity, consistency, and professionalism.
- Coordinate school-wide messaging with the Head of School and leadership team.
- Ensure families receive timely, accurate, and helpful information.

Experience Design & Family Engagement

- Evaluate and improve the overall family and student experience.
- Gather feedback and insights to inform improvements in communication and engagement.
- Partner with leadership to strengthen retention and family satisfaction.

Collaboration & Strategic Alignment

- Collaborate closely with the Director of Advancement to align enrollment, marketing, and growth strategies.
- Work with principals, Director of Operations, and Office Manager to ensure smooth family-facing processes.
- Serve as a key member of the Shepherd Christian School Leadership Team.

Key Performance Indicators (KPIs)

Mission & Culture

1. Consistently models Christlike character and reflects Shepherd’s mission through family engagement.
2. Communicates Shepherd’s values and vision with clarity and authenticity.

Admissions & Enrollment

3. Manages an effective, welcoming admissions process.
4. Supports enrollment growth and retention goals.

Marketing & Brand

5. Maintains a consistent, professional brand presence.

6. Produces marketing materials that accurately reflect Shepherd's distinctives.

Communication Effectiveness

7. Ensures timely, clear, and consistent communication with families.
8. Reduces confusion and increases confidence through effective messaging.

Experience & Engagement

9. Improves family satisfaction and engagement.
10. Designs meaningful touchpoints for prospective and current families.

Collaboration & Leadership

11. Collaborates effectively with advancement, operations, and academic leadership.
12. Serves as a trusted partner to the Head of School.

Professional Growth & Stewardship

13. Uses time and resources wisely to support school priorities.
14. Demonstrates adaptability, creativity, and initiative.
15. Contributes positively to long-term school growth and sustainability.

Qualifications & Experience

- Bachelor's degree required; experience in admissions, marketing, communications, or school leadership preferred.
- Demonstrated experience in customer experience, enrollment management, or communications.
- Strong relational, communication, and organizational skills.

Personal & Professional Expectations

- Demonstrates courtesy, integrity, flexibility, gratitude, and perseverance.
- Maintains emotional stability and professionalism under pressure.
- Submits respectfully to school leadership and governance structures.
- Represents Shepherd Christian School positively to families and the broader community.

Disclaimer

This job description reflects the general duties and expectations of the position but is not intended to be an exhaustive list. Shepherd Christian School reserves the right to modify duties and responsibilities as needed to support the mission and operation of the school.
