



# WE ARE HIRING

**FULL-TIME**

**DIRECTOR:  
ADMISSIONS & MARKETING**

## JOB FUNCTION

Responsible for the entire Admissions and Marketing process; Implements a growth strategy and tactical business plan that

- ensures recruitment and retention of students,
- increases participation in the GA Tax Credit program, and
- builds active and varied donor investment models

for the long-term success of the school.

## OUR OFFER

- Competitive Compensation ✓
- Benefits: Health and WC ✓
- Safe new campus/near I-85 ✓
- Tuition Discount for Children ✓
- Strong Islamic Environment ✓
- Dedicated & Qualified Staff ✓

## QUALIFICATIONS

- Bachelor's degree in a related area of Business (Marketing, Public Relations, Fund Development, Finance, etc)
- 1-2 years of experience in strategic planning, fund development, and marketing, or similar

## APPLY NOW

Send your cover letter and resume  
[jobs@alfalahacademy.com](mailto:jobs@alfalahacademy.com)



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**GISA** GEORGIA INDEPENDENT  
SCHOOL ASSOCIATION



**CollegeBoard**



# AL FALAH ACADEMY

A full-time Islamic School in Gwinnett County

<b>TITLE:</b>	<b>Director of Admissions and Marketing</b>
<b>REPORTS TO:</b>	Principal
<b>SUPERVISES:</b>	Marketing and Communications Coordinator
<b>JOB FUNCTION:</b>	Responsible to ensure a seamless student enrollment process with assistance to student applicants and guardians. Implement a growth strategy and tactical business development plan that ensures attraction, recruitment and retention of students.
<b>Qualifications:</b>	Bachelor's Degree (preferably in Business Studies, Marketing, or similar fields). Experience in the field

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## Responsibilities:

1. Develop and execute comprehensive marketing plans to promote the school's unique offerings and strengths.
2. Manage the admissions process, including application reviews, interviews, and enrollment procedures.
3. Cultivate relationships with prospective families, guiding them through the admissions journey and addressing inquiries.
4. Collaborate with school leadership to define and communicate the school's value proposition.
5. Utilize various channels, including digital marketing, social media, events, and community partnerships, to effectively reach target audiences.
6. Oversee the creation of marketing materials, including brochures, website content, and promotional campaigns.
7. Conduct market research to identify trends, competitive positioning, and opportunities for growth.
8. Organize and participate in outreach events, open houses, and school tours.
9. Collaborate with the communications team to ensure consistent messaging and branding across all platforms.

10. Analyze data and metrics to measure the success of marketing campaigns and admissions efforts.
11. Supervises the Marketing and Communications Coordinator on roles and delegations in the above tasks.

**Qualifications:**

1. Bachelor's degree in marketing, communications, or a related field
2. Proven experience in admissions and marketing within the education non-profit sector, preferably in K-12 schools.
3. Strong interpersonal and communication skills with the ability to connect with diverse audiences.
4. Strategic thinker with the ability to develop and execute effective marketing strategies.
5. Familiarity with digital marketing tools and platforms.
6. Excellent organizational and project management skills.
7. Ability to work collaboratively with cross-functional teams.
8. Passion for education and a commitment to the mission and values of the school.

**Abilities:**

- Proficient in technological usage
- Enthusiastic about the school, its value, and promotes its purpose in the Muslim community
- Increase total student enrollment
- Generate increased inquiries
- Increase student/parent satisfaction
- Develop and implement an enrollment strategy
- Self-motivated, flexible and adaptable to different tasks at hand
- Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure
- Use evidence to support arguments or positions taken
- High level of integrity
- Excellent time management and organizational skills
- Proficient communicator, both oral and written
- Excellent attention to detail

Join us in shaping the future of education by playing a pivotal role in attracting and enrolling students who will thrive in our vibrant learning community. Apply now to contribute to the growth and success of our K-12 private school.