

Enrollment & Marketing Coordinator

Pilgrim Lutheran Church & School

Pilgrim Lutheran Church & School is seeking a **mission-driven, relationship-focused professional** to serve as our **Enrollment & Marketing Coordinator**. This position is central to growing our school community by helping prospective families discover Pilgrim, guiding them through the enrollment process, and telling the story of what makes our school special.

The Coordinator will lead enrollment and admissions efforts, manage school marketing and communications, and support select fundraising and advancement activities. This is an opportunity for a creative, organized, and people-oriented professional to make a meaningful impact on the future of a vibrant Lutheran school community.

Position Snapshot

- **Schedule:** Approximately 35 hours per week
- **Salary:** \$42,000 annually
- **Performance Incentive:** Additional performance bonuses may be available for achieving mutually agreed-upon enrollment goals.
- **Health Benefits:** Employee-only medical, dental, and vision benefits
- **Health Opt-Out:** Additional \$2,010 annually, if eligible
- **Retirement:** Employer contribution of 3% of base salary
- **Paid Time Off**

Key Responsibilities

Enrollment & Admissions

- Serve as the primary point of contact for prospective families from initial inquiry through enrollment.
- Manage the admissions and enrollment pipeline, including inquiries, applications, follow-up, and enrollment records.
- Coordinate tours, shadow days, open houses, and other recruitment events.
- Develop and implement strategies to increase inquiries, applications, enrollment, and student retention.
- Build strong, welcoming relationships with prospective and current families.
- Identify opportunities to improve the prospective-family experience and strengthen enrollment processes.
- Track enrollment trends and use data to identify opportunities for growth.
- Collaborate with school leadership and faculty to showcase Pilgrim's programs, strengths, and student experience.

Marketing & Communications

- Develop and coordinate marketing and communications that promote Pilgrim's mission, programs, events, and community.
- Create engaging admissions and marketing materials for print and digital platforms.
- Gather stories, photographs, testimonials, and other content that showcase student life and the Pilgrim experience.
- Maintain and update enrollment-related website content and support the school's social media and digital presence.
- Ensure consistent, compelling messaging across enrollment, marketing, and school communications.
- Develop creative outreach strategies to introduce Pilgrim to prospective families and strengthen awareness in the surrounding community.

Advancement & Fundraising Support

- Coordinate communications for annual giving and select fundraising campaigns.
- Ensure gifts are acknowledged promptly and appropriately.
- Assist with fundraising events, sponsorships, donor communications, and other advancement initiatives.
- Support school leadership, volunteers, and the board with donor outreach and stewardship.
- Create marketing and communications materials that support fundraising and community engagement.

Administration & Reporting

- Track enrollment inquiries, applications, conversion, retention, and other key enrollment indicators.
- Provide regular enrollment and marketing reports to school leadership.
- Maintain organized admissions, marketing, and advancement records.
- Recommend improvements to enrollment, communications, and outreach processes.
- Collaborate with the Director of Operations and other members of the administrative team on events and initiatives.

Qualifications

The ideal candidate will have:

- A college degree or equivalent professional experience in enrollment, admissions, marketing, communications, education, nonprofit leadership, or a related field.
- Experience in admissions, enrollment, marketing, communications, customer or family engagement, or a related area.
- Excellent interpersonal, organizational, written, and verbal communication skills.
- Strong relationship-building skills and a welcoming, service-oriented approach.
- Creativity and enthusiasm for telling an organization's story and connecting with its community.
- Ability to manage multiple priorities, meet deadlines, and work independently.
- Proficiency with digital communication tools, social media, databases, spreadsheets, website platforms, and reporting systems.
- Strong attention to detail and accurate recordkeeping.
- Commitment to the mission, ministry, and values of Pilgrim Lutheran Church & School.

Experience in fundraising or nonprofit advancement is **helpful but not required**.

Why This Position Matters

At Pilgrim, enrollment is about more than filling seats – it is about welcoming families into a community where students are known, supported, challenged, and encouraged to grow.

The Enrollment & Marketing Coordinator will play a key role in helping more families discover Pilgrim, and understand what makes our school unique. Through thoughtful admissions, creative marketing, strong communication, and genuine relationship-building, this person will help grow our school community and strengthen its future.

This is an exciting opportunity for someone who enjoys **connecting with people, telling a compelling story, building relationships, and helping an organization grow.**

To Apply

Please submit a resume and cover letter to Heather Sexton, Director of Operations at Pilgrim Lutheran Church & School, via communications@pilgrimchicago.org.