



Admissions Manager

Mission Statement for Rainbow Acres

Rainbow Acres, a residential Christian community with heart, empowers persons with developmental disabilities to live to his/her fullest potential with dignity and purpose.

Job Title: Admissions Manager

Department: Advancement

Reports to: Chief Advancement Officer (CAO)

Status: Exempt, Full-time

Date: March 2026

Summary: The Admissions Manager will be a seasoned professional with experience in admissions in the healthcare industry or working with adults with disabilities. The successful candidate will guide families of neurodiverse adults in a very important life season. Successful guidance brings residents to realize their potential and fulfill the mission of Rainbow Acres. He/she is responsible for determining the target market(s) and the achievement of census goals. This position manages Rainbow Acres' inquiry and admissions process and provides customers with facility-related information via tours, personal visits/assessments, conversations, and follow-up. He/she coordinates with all departments to ensure a smooth transition process for new residents.

Minimum Professional Requirements:

- Developmental Disability experience is vital to lead inquiries and complex choices.
- A minimum of 3 years of previous experience in Long Term Care or similar field, preferably in admissions and/or marketing, along with a Bachelor's Degree and/or equivalent combination.
- Must possess the ability to deal tactfully with residents, family members, visitors, personnel, government agencies/personnel and the general public.
- Proven ability to build long term relationships with multiple and varied people and organizations. Superior community relations skills, strong organizational skills, basic understanding of computer technology including email use, ability to communicate effectively both orally and in written form, ability to work flexible hours and travel as admissions responsibilities dictate.
- Ability to effectively analyze and use data to drive achievement of goals.
- Evidence of strong Christian commitment, and strong ethical standards and moral character is essential along with a sensitivity to the needs of the residents and their families.
- Ability to meet all clearance requirements including but not limited to obtaining and maintaining a level one fingerprint clearance card, background check, reference check, drug screen, pre-employment physical, TB test, compliance with vaccination policy, and verification that the individual is not listed on the AZ adult protective services registry.

Professional Responsibilities:

1. Working in collaboration with the CAO, establishes admission census goals for the year and develops and implements strategies to drive achievement

2. Works collaboratively with other departments to plan and implement strategies that are current with industry standards and meet resident and family needs
3. Conduct tours of the facility for prospective residents who have engaged in the admissions process
4. Provide application materials to prospective resident's families
 - a. Assist with questions regarding application, providing resources to families
 - b. Follow up in a timely manner to receive the completed application
 - c. Create file for prospective resident including using checklist and reviewing each item per admissions criteria.
 - d. Oversee admissions team sign off as it has been reviewed
5. Coordinate formal interview date with prospective resident, family and admissions team with primary responsibility for tour, assessment of fit, interview, and follow-up to decision
6. Coordinate official admissions date and communicate pertinent information to other departments
7. Ensure Notice of Admission information is clear and distributed to appropriate staff
8. Host and oversee the entire admissions day tailored to each new resident and family
9. Continually refine and improve admissions processes based on feedback and industry standards
10. Serve as liaison between Rainbow Acres and the outside community by
 - a. Developing strategies to maximize admissions including daily contact with potential referral sources including but not limited to Educational Consultants, like-minded programs, special needs schools, attorneys, accountants and other professionals working with the Developmental Disabilities population.
 - b. Discover, research and market to new referral sources as needed to maintain Rainbow Acres census
 - c. Creating travel and strategy proposals to be reviewed in alignment with the Annual Budget
 - d. Participating in industry trade shows and business development activities, as assigned
 - e. Working with local community agencies to generate a positive image and encourage referral activities
11. Collect appropriate data utilizing CRM tool regarding admissions first contacts, referrals, etc., prepare and submit required reports
12. Attend and participate in weekly admissions/operations meetings and submit weekly report to Advancement/Admission team regarding previous weeks contacts
13. Access continuing education opportunities appropriate to discipline and responsibilities; attend as appropriate and as budget allows
14. Collaborate with Advancement team to ensure marketing materials support census goals and drive referrals and ready to share in an impactful way
15. Cross-functional training to support other members of the advancement team
16. Maintain and grow relationships with similar communities around the country for referrals as needed
17. Lead communication of all Rainbow Acres departments with regard to new admissions, including follow-up post acceptance.

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. While performing the duties of this job, the employee is frequently required to stand; walk; have great dexterity of hands and arms; stoop; kneel; and talk; or hear. The employee is required to sit for long periods of time. The employee may be required to lift and/or move more than 25 pounds. Must be able to manage conference tools independently. Must be able to navigate the Ranch, moving from smooth to rocky terrain.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The working environment is generally favorable. Lighting and temperature are adequate, and there are no hazardous or unpleasant conditions caused by noise, dust, etc. Work is generally performed within an office environment, with standard office equipment available.

Travel Requirements: The Admissions Manager will need to travel for admissions marketing throughout the year. Estimated travel is three to five times per year for multiple days, and three to five single day travel days.