

Hours: 40 hours/week (1.0 FTE) Exempt

Accountability: Reports to the Senior Vice President of Advancement (SVPA)

Position Summary: Oversee the day-to-day operations in admissions, including recruiting activities, research and planning, print and electronic communications, training of staff, budget management, marketing plans, SIS/CRM, office metrics and other recruitment activities. The Director will represent Western Seminary at events on and off campus, and will stay abreast of trends in higher education, new and emerging technologies, and the recruitment market place.

Essential Functions:

- In coordination with the Senior Vice President of Advancement (SVPA), develop recruitment strategies, tactics and goals to attract a diverse and highly qualified student applicant pool consistent with Western Seminary's enrollment goals and objectives.
- Provide supervision, training and coordination of admissions staff.
- Market the school to a wide, yet targeted audience to increase prospective student pool and applicant yield.
- Implement innovative and effective marketing plans and techniques.
- Oversee on-campus visits, student previews, campus tours and home visit programs.
- In coordination with the SVPA, determine an appropriate schedule of external seminary representation on feeder school campuses, conferences, conventions, etc. The Director of Admissions will personally participate in the visitation of these and other places.
- Provide direct oversight to all communication portals and strategies from lead generation to matriculation.
- Oversee and manage office budget.
- Monitor and update enrollment projections throughout the year.
- On behalf of the faculty, ensure all admissions policies are carefully stewarded.
- Prepare and process completed applicant files or present completed files to the admissions committee for consideration and action.
- Promote teamwork, collaboration, and resource sharing across departmental lines.
- Work with the SVPA on other duties that further the recruiting and admissions potential of the seminary.

Outcomes: A highly refined, organized and metric driven recruitment and admissions model that: increases office productivity and professionalism, increases yield throughout the admissions funnel, meets annual recruitment goals while maintaining admissions standards.

Qualifications:

- Bachelor's degree required; Master's degree preferred.
- Five years of related experience and a general record of professional success.
- Experience with student enrollment or customer service software, marketing and sales.
- Management and interpersonal skills.
- Commitment to discern and maintain confidentiality.
- Able to communicate effectively in both written and oral form. Excellent public speaking, team leadership, and analytical skills.
- Ability to give careful attention to detail. Experience with and understanding of enrollment management systems.
- Computer competent, knowledge of Microsoft Office essential, knowledge of administrative software strongly desired.
- Knowledge of, or the ability to learn, the intricacies of theological education, degree program requirements, competencies and training required for various ministries, federal/state policies and regulations related to student enrollment, special needs of groups such as international students and racial/ethnic minorities.
- Evangelical commitment and lifestyle consistent with the World Evangelical Alliance Statement of Faith and the Seminary's governing virtues.
- Demonstrated ability to prioritize tasks, make appropriate contacts, and maintain cooperative working relationships.
- Self-driven, results-oriented, ability to maintain a clear focus on high quality and business outcomes.
- A forward planner and goal-setter that continually assesses performance.