

Rooted in the Reformed tradition and centered in its trust of God's sovereignty and grace, the Seminary is an inter-cultural, ecumenical school of Christian faith, learning, and scholarship committed to its metro-urban and global contexts.

Our mission is to educate persons and strengthen communities for transformational, public ministries in church and society. We fulfill this mission through creative, contextual, and critical engagement with texts, traditions, and practices.

Position Description

Title: Director of Admissions

Accountable to: Vice President of Advancement and Recruitment

Hours: Full-Time, Exempt

Position Summary:

The Director of Admissions is responsible for the recruitment and enrollment of new students to the institution. This position uses a market- and data-driven approach to create a comprehensive annual recruitment plan to recruit and enroll domestic and international graduate students that leads to the attainment of the seminary's enrollment goals. This position acts as the primary recruiter for the NBTS: developing multiple methodologies to bring students to NBTS, providing admissions information to prospective students, leading information sessions, collaborates in creating recruitment materials, and represents the Seminary at virtual and in-person conferences.

Responsibilities:

- Develop multiple methodologies to bring students to NBTS
- Lead the development and implementation of a comprehensive annual recruitment plan to achieve the Seminary's enrollment goals. Among other elements, the plan should include recruitment activities, participation in events/conferences/fairs, communications with prospective students, and networking opportunities.
- Work with Communications to develop enrollment marketing publications and other relevant communications that may include letters, brochures, website postings, social media, visual presentations, e-mail, and other communications products that will directly tie to recruitment/matriculation goals.
- Analyze data and the current recruitment landscape across the industry and our target markets to inform decision-making, and continually evaluate and refine current strategies to respond to changing markets and applicant pools.
- Conduct a minimum of two Virtual Open Houses and Info-sessions monthly. Work with faculty to highlight their interest of study.
- Counsel and advise prospective applicants on church vocations and course studies.
- Complete weekly activity report to include documentation of recruitment/outreach activities.
- Work with prospective students to obtain completed application files prior to enrollment and implement methods to increase retention.
- Strive towards seminary-wide enrollment goals and use outstanding customer service to recruit students.
- Work directly with the Admissions Associate to ensure all applicants are processed in a timely manner with appropriate follow-up.
- Collaborate with our alumni network to garner student referrals. Alumni are to be utilized at information sessions, outreach opportunities, phone calling campaigns, etc.
- Manage a team of volunteers (student workers and alumni/ae) to help multiply efforts in a cost-effective manner.
- Conduct cold calls to prospective student referrals, pastors, alums, chaplains, and other ministry leaders,

- Meet with denominational leaders, clergy, and congregations to educate them about the degree program offerings at the Seminary.
- Serve as a primary recruitment liaison with colleges.
- Attend denominational conferences, such as those of the Reformed Church in America, Presbyterian Church USA, African Methodist Episcopal Church, various Baptist conventions, associations, and congregations, as well as other religious institutions and gatherings to provide information (to groups or individuals) about Seminary degree programs.
- Work with the Vice President of Advancement to identify individuals and churches to help underwrite tuition for various applicants for whom this would be especially helpful.
- Responsible for implementing, maintaining, and documenting recruiting operations efficiently and effectively.
- Maximize the use of customer relationship management tools to streamline our recruiting operation.
- Ensure web pages convey appropriate and current messaging for recruitment plans.
- Work with the Academic Dean of the Seminary and Faculty to develop recruitment plans and guidelines for new academic programs that will not conflict with established policies.
- Serve as budget authority over department costs.
- Other duties as assigned

Qualifications / Skills Required:

- Bachelor's degree.
- Minimum of two years' experience in recruiting and one year in management of higher education admissions budget.
- Experience working effectively in a fast-paced environment with quickly changing priorities. Must be able to work independently and follow through on assignments with minimal direction.
- Thorough knowledge of admissions process from initial contact to actual enrollment.
- Must be detail-oriented and have ability to meet deadlines.
- Knowledge of current recruitment and enrollment management fundamentals and practices.
- Knowledge of the role diversity plays in the admissions process and ability to demonstrate a strong commitment to diversity.
- Ability to develop and present recruitment programs externally in a professional and informative manner.
- Ability to analyze and utilize data to make data-driven, informed decisions.
- Excellent written communication and documentation skills, and ability to work independently and collegially with a diverse group of colleagues, faculty, students, and prospective students.
- Strong time management and organizational skills.
- Demonstrated excellence in establishing and maintaining effective working relationships with a wide variety of constituencies in a diverse community.
- Commitment and understanding to working with a diverse and multicultural educational environment. Understanding of and comfort with Anti-Racism is a must.

Additional Desired Qualifications / Skills:

- Seminary Master's degree

New Brunswick Theological Seminary is an Equal Employment Opportunity employer.