

*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
- Counsel and advise prospective applicants on church vocations and course studies.
- Complete weekly activity report to include documentation of recruitment/outreach activities.
- Follow-up with new leads within 24 hours and document progress in the recruitment database.
- 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 Advancement and Recruitment Associate to ensure all applicants are processed in a timely manner with appropriate follow-up.
- Develop and update a list of faculty, administrators, and contact people with whom workshops and information sessions can be booked.
- Collaborate with our alumni network to garner student referrals. Alumni are to be utilized at information sessions, outreach opportunities, phone calling campaigns, etc.
- 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 the colleges of the Reformed Church in America, and other 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.
- Develop and coordinate open houses and information sessions for perspective students.
- Help to secure underwriting of tuition for various applicants for whom this would be especially helpful.

- Responsible for implementing, maintaining, and documenting recruiting operations efficiently and effectively.
- 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.
- 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.
- Maximize the use of customer relationship management tools in an effort to streamline our recruiting operation.
- 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.
- 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 five years of decision-making authority experience in higher education admissions office.
- At least two years of recruiting and one year of budget experience.
- 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.*