

*We are a multi-ethnic, intergenerational, ecumenical theological institution of higher education that instills creative, contextual, and critical thinking and a passion for justice that reflects God's transforming love.*

*Our mission, rooted in God's grace, is to empower people and communities to explore their calling and live into their futures by providing a place of connection and spiritual formation; to bring a curiosity, openness, creativity, and logic to the critical examination of text and context; and to act with fairness and integrity through analyzing systems of power and privilege.*

## Position Description

**Title:** Director of Admissions

**Accountable to:** Vice President of Communications & Admissions

**Hours:** Full-Time, Exempt

### Position Summary:

The Director of Admissions is responsible for the recruitment and enrollment of new students to the institution using market- and data-driven approaches to meet the seminary's enrollment goals. As the primary recruiter, this position involves implementing our vocational outreach strategy, building and maintaining professional relationships within and outside the seminary to increase enrollment, and engaging multiple recruitment methodologies and strategic planning to support the admissions goals and overall mission of the seminary. This person acts as the primary discernment partner for all potential students.

### Responsibilities:

#### Recruitment and Admissions

- Recruits students to NBTS via on- and off-campus recruiting events and information sessions, mentoring and advising prospective students in their calling to seminary. Act as the primary discernment partner for prospects & students.
- Develops a collaborative working relationships with key leaders across the seminary to create a responsive and integrated student-focused recruitment approach.
- Stays current on student recruitment best practices.
- Follow-up with new leads within 24 hours and document progress in the recruitment database.
- Represents the seminary at virtual and in-person conferences including denominational conferences, religious institutions, and other gatherings to provide information (to groups or individuals) about Seminary degree programs.

#### Strategic Planning

- Leads the planning, designing, coordination, and implementation of an innovative and measurably effective recruitment program using a market- and data-driven approach that aligns with NBTS mission, vision, and core values.
- Identifies target populations for recruitment and provides flexible, rapid responses to emerging opportunities; evaluates and reports on trends and developments across all target markets to inform the seminary's recruitment strategy.
- Enacts recruitment strategies that engage new and diverse communities and provides culturally appropriate prospect-to-enrollment services to support those populations.
- Consistent with the NBTS strategic plan, develops an annual marketing and recruitment plan that achieves each year's recruitment goals.
- Collaborates with our alumni network to garner student referrals and participation in information sessions and outreach opportunities.

- Develops and updates a list of faculty, administrators, and key people to participate in information sessions and workshops.

## **Administration**

- Prepares data-informed analysis and management reports regarding recruitment and admissions activities
- Oversees the processes for a prospective student to become an admitted and enrolled NBTS student. Uses the student recruitment customer relationship management system (Akeru), student information system (Campus Café), and associated communication systems to maximize effective outreach to prospective students.
- Supervises recruitment and admissions staff. Works directly with the admissions associate to ensure all applicants are processed in a timely manner with appropriate follow-up.
- Prepares the budget for student recruiting. Evaluates event and campaign opportunities in light of effectiveness, compliance standards, and fiscal restraints.
- Work with Communications to develop enrollment marketing materials and other relevant communications products that may include letters, brochures, website postings, social media, visual presentations, e-mail, etc.
- Ensure web pages convey appropriate and current messaging for recruitment plans.
- Work with the Academic Dean and Faculty to develop recruitment plans and guidelines for new academic programs that harmonize with established policies.
- Performs other related duties in collaboration with the VP of Communications & Admissions, the Academic Dean of the Seminary, and the Faculty and Staff.

## **Qualifications / Skills Required:**

- Bachelor's degree. Seminary Master's degree (MA or MDiv) desired but not required.
- Minimum of three years experience in recruiting and two years in leadership of higher education admissions.
- Experience working effectively in a fast-paced environment with quickly changing priorities. Must be a self-starter, detailed and data-oriented, able to work independently and follow through on assignments with minimal direction to meet deadlines.
- Thorough knowledge of the admissions processes and the fundamentals of enrollment management from initial contact to enrollment.
- Expertise using Constituent Relationship Management systems. Adaptable to new technology and relevant management platforms.
- Demonstrate a strong commitment to diversity and understand the role of diversity in the admissions process.
- Ability to develop and present recruitment programs in a professional and informative manner to external audiences.
- Excellent written communication and documentation skills, and ability to work independently and collegially with a diverse group of colleagues, faculty, students, and prospective students.
- Commitment to working with a diverse and multicultural educational environment. Understanding of and comfort with anti-racism is a must.
- Excellence in establishing and maintaining effective working relationships with a wide variety of constituencies in a diverse community.
- Be willing and able to travel locally and out-of-state. Must have a valid driver's license and access to a vehicle.
- Must be able to lift 20 lbs. for promotional materials and set up equipment.

*New Brunswick Theological Seminary is an Equal Employment Opportunity employer.*