



Position Description

Director of Admissions

Position Summary:

The Director of Admissions plays a key leadership role in the life of the seminary overseeing the recruitment and enrollment of all degree and certificate students. The Director is responsible for building an effective promotional and marketing operation that positions the school for maximum exposure and meets enrollment objectives. Because of this the Director participates in the shaping and delivery of the online and print communications as well as larger brand and marketing strategies of the school.

Reports to: Academic Dean

Specific Responsibilities:

1. Embraces the mission and vision of the American Baptist Seminary of the West (ABSW) and serves as one of the school's leading ambassadors
2. Develops and executes the school's overall strategy for recruitment and admissions, including annual objectives for the number and variety of recruits
 - a. Researches and understands the markets and prospect profiles for theological education
 - b. Maintains existing markets and develops new ones
 - c. Develops and maintains a network of volunteers and other sources
 - d. Annually designs, promotes and creatively participates in on and off-campus recruitment events, with particular attention to campus visits by prospects and exhibits at denominational and target-audience related events.
 - e. Regular assessment of success in these efforts and the preparation of reports for school leadership
3. Develops and maintains an effective recruitment database
4. Plays key role in the development and administration of public and private financial aid resources
5. Works with international applicants on financial and related visa issues

6. Works with the President and the VP for Advancement in the development of branded communications and recruitment materials, in print, audio-visual, and online formats, and their effective use in cross-marketing efforts
7. Develops a commanding web-based strategy and ongoing presence that fully leverages social media and contemporary digital technology
8. Supports community life and develops strong relationships with students, faculty, staff and trustees through regular participation and leadership of on-campus programs

Preferred skills and characteristics

1. Graduate degree, ideally from a theological school
2. Strong understanding of church life, the ministry and the call to a life of service
3. 3-5 years' experience in an academic recruitment office or comparable marketing setting
4. Strong experience in database management (*Colleague* or similar DB)
5. Must be entrepreneurial and outgoing
6. Proven record of setting goals and accomplishing them, detail-oriented
7. Sophisticated understand of social media
8. Willing to travel overnight at least 7-9 times a year
9. A sense of humor