GORDON COLLEGE

Position Description

Title: Director of School Relations/ Relationship Manager

Function: Under the supervision of Associate Vice President for Enrollment, this position is focused on broadening the knowledge and appreciation of Gordon College in the realm of elite Independent and Christian High Schools, key public schools and strategic Christian non-profits. The Director will seek to expand and improve Gordon College’s network of top Independent and Christian Schools across the globe for building brand identity and new recruitment opportunities. Specific states and cities will be agreed upon for each recruiting cycle as the area of focus. This is a full-time position with travel required.

Description of Duties and Tasks:

Essential Responsibilities:

1. Develop a recruitment strategy to promote Gordon College in the Independent Schools’ networks, key public schools and other strategic partners through regular visits and contact. The target is 20-40 organizations.
2. Working with headmasters, guidance directors and leaders at partner organizations, identify opportunities and implement programs to expand collaboration and grow enrollment.
3. Manage and promote the Grapevine Collaborative agreement with key Christian Schools to ensure we are maximizing and adjusting the relationship for the mutual benefit of all parties.
4. Facilitate connections and cultivate relationships with leaders and networks in the top Independent Schools and strategic partners across the U.S. and abroad. Participate actively in the NEXT conference, regional events and other relevant Gordon College engagements.
5. Create a ranking/rubric for evaluation strength and needs of private Christian Schools and independent schools.
6. Strategically target key markets for potential short term and long term growth of the college bound population.
7. Responsible for recruiting goals from a funnel of 100-200 students from these relationships as co-owner with the assigned admissions counselor.
8. Collaborate with the Director of Enrollment Communications to develop a robust communication flow for headmasters, guidance counselors and parents.
**Required Knowledge, Skills and Abilities:**

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.
2. Understands and believes in the mission of the College and the role of Admissions.
3. Persuasive about the strengths and distinctiveness of Gordon College.
4. Ability to interact and influence heads of schools, guidance counselors, students and parents.
6. Bachelor’s Degree required.
7. Exercise consistent discretion and judgment.
8. Ability to prioritize, problem solve, and ability to multi-task required.
9. Excellent verbal and written communication skills.