GORDON COLLEGE

Position Description

Title: Director of Equip & Elevate

Function: This position will report to the Executive Vice President, but also will require significant coordination with the Vice President of Academic Initiatives. This role has part-time employee status and will be responsible for marketing, recruiting, and the scheduling/event planning for Equip and Elevate. Additionally, this position will assist Admissions in the recruitment of Equip and Elevate program completers.

Equip is an annual pre-collegiate experience for high school students of all ages focused on the four core themes: Theology of the Heart, Theology Matters, Theology in Motion, and Theology in Community. Program activities help participants explore in depth sacred scriptures and theological traditions and examine the moral and ethical dimensions of contemporary challenges.

Elevate is an annual leadership institute for rising high school juniors and seniors who want to put their ideas into action. Through personalized strengths coaching, workshops with innovative world-leaders, adventure-based learning, and the chance to work with a diverse cohort of peers, Elevate students will learn how to use iterative problem-solving to create sustainable, grass-roots solutions that address tangible social issues in their home communities.

Description of Duties and Tasks:

Essential Responsibilities:

- Recruitment:
  - Responsible for setting strategic recruiting goals based on enrollment data and predictive modeling
  - Coordinate strategic emails, mailings, and tele-marketing to Equip & Elevate loyalty schools, Grapevine consortium schools, key influencers, alumni, and new contacts
  - Manage key private school administration contacts for College
  - Coordinate team of interns to help conduct marketing phone calls to all nominators, parents, and students
  - Prioritize and maintain consistent communication with families and students via personal phone calls and emails
  - Responsible for evaluating all student applications and making admission decision to the program

- Event Planning & Staff Management:
  - Coordinate meals, housing, and transportation with on-campus departments
  - Plan Elevate staff training and week of Elevate schedule with key partners around campus
  - Recruit, evaluate, and hire Gordon College students as Equip & Elevate staff
Strategically partner with on-campus partners to recruit 4 speakers for keynotes and workshops

- **Weeks of Equip and Elevate**
  - During the week of programming, required to be available at all hours for students and staff as emergency resource
  - Coordinate staff to execute all activities
  - Host speakers, judges, and mentors
  - Facilitate daily debriefs with the staff

- **Alumni Network & Admissions Recruiting:**
  - Actively partner with Admissions to convert as many participants into Gordon students.
  - Maintain relationships and communication with alumni network

**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. Desirable traits:
   a. Strong passion for empowering high school students
   b. Optimistic, honest and self-motivated
   c. Team-player and collaborative problem-solver
   d. A practical orientation toward implementation and action
   e. A proactive bias for working independently; anticipating the projects that will best fulfill the mission of Elevate and possessing the self-discipline and self-directedness to stay productive in support of this mission
3. This person will be an independent representative of Gordon College to students and partners and must have a capacity for relationship building and for building report among constituents on and off campus
4. Must execute well and possess attention to detail required to perform basic program management, administrative, scheduling and other duties
5. Must have clear and professional written and verbal communication skills
6. Strong computer skills and good facility with administrative systems and processes
7. A professionalism suitable for speaking with, and earning the respect of, top executives, faculty and (less frequently) members of the press
8. Employee will need to travel in/around Wenham, often during working hours

Position Code:
Grade:
FLSA Status: