Title: Director of Admissions/Recruitment

Function: Under the supervision of the Associate VP for Enrollment, provides administrative and strategic leadership to the admissions recruitment staff. The Director of Admissions Recruitment, in collaboration with the enrollment leadership team, will develop and implement strategies to grow undergraduate student enrollment and to promote the college nationally and internationally. The director will be responsible for all aspects of recruitment, evaluation, selection and yield of academically qualified, mission-aligned students.

Description of Duties and Tasks:

Essential Responsibilities:

1. Responsible for the fulfillment of the College’s domestic and international undergraduate admissions goals.
2. Serves as the primary recruitment officer providing leadership and oversight to a team of 9-11 professional staff and 10-25 student recruiters.
3. Responsible for effective staff management including hiring, training, goal fulfillment, workload balancing, performance review and evaluation, staff retention, and continued professional development ensuring the recruitment staff have the resources needed to meet weekly, monthly and year-end interview, visit and enrollment goals for each of their territories contributing to the overall team success. The director is expected to meet weekly with each direct report to ensure staff alignment to goals and outcomes.
4. Collaborates with the Associate VP for Enrollment on goal setting and the development and execution of appropriate and innovative recruitment and yield strategies using enrollment data and predictive modeling.
5. Serves as the primary final evaluator of application materials—analyzing credentials, interpreting test scores, determining academic fit, mission alignment and assigning appropriate academic scholarships affording each application a thorough, timely and fair assessment.
6. Co-chairs the Admissions Committee which reviews applications that marginally meet admissions criteria, and when necessary, advises or informs the Associate VP for Enrollment of a recommended action to conditionally admit or deny.
7. Provides oversight in the hiring and training of student tele- and e-recruiters who manage personal outreach by phone, text and social media to the top of the funnel. Implements and evaluates a goal driven process to produce effective conversion of prospects to inquiries and inquiries to applicants by student e-recruiters.
8. Maintains effective networks of high schools and community colleges to build a pipeline of future applicants.
9. Oversees the planning and execution of all recruitment travel ensuring that recruitment staff establish and build upon strategic connections with Grapevine partners, schools, churches and Christian organizations and are able to successfully prioritize student contact while traveling.
10. Manages the admissions travel budget
11. Collaborates with the senior director of admissions communications on the creation and flow of recruitment communications and marketing material.
12. Collaborates with the directors of the honors and fellow’s programs on both event programming and selection of qualified candidates for each program.
13. Promotes a campus-wide vision for recruitment and actively collaborates with Athletics, Music, Alumni, Advancement and other academic departments in maintaining a well-coordinated recruitment strategy.
14. Overseas the training of all admissions staff positions in interviewing, presentation skills/public speaking, internal office operations and effective engagement with on campus and off campus audiences.
15. Promotes the use of appropriate technologies to facilitate effective outreach to prospective students and families, including but not limited to, Live Chat, Conduit, ZeeMee and social media platforms.
16. Prioritizes staying abreast of current and changing demographics and enrollment and recruiting trends and relevant technologies for both in person and virtual recruitment.
17. Participates in relevant professional organizations.
18. Serves as a member of the admissions leadership team and participates in and contributes to regular strategy and yearly goal setting meetings with enrollment consulting partners, e.g., RNL, EAB, Carnegie Dartlet, Eduventures, etc.
19. Acts as a full member of the recruitment team participating in travel, presentations and on campus visits as needed.
20. Other duties as assigned.

**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 and Statement of Life and Conduct; 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. Must possess a desire to make Gordon a place that welcomes people into the community. This includes practicing hospitality, building relationships with prospective students and families, and connecting them to people and departments on campus that enable prospective students to see Gordon as their future home.
3. Fosters community by showing the love of Christ to others, lead by example, connect with colleagues outside of the department, participate in college wide events, respond quickly to colleagues and be open to collaborating with other departments to advance Gordon’s mission.
4. Commits to a right ordering of relationships and actions affirming human dignity and the flourishing of colleagues and guests
5. Bachelor’s degree required.
6. A minimum of 5-7 years of progressively responsible experience in the areas of admissions, enrollment, marketing, or related fields in a non-profit, bachelor’s degree granting institution highly preferred.
7. Excellent communication skills (written and oral) with the ability to engage a variety of audiences effectively and persuasively in both public and private settings.
8. Demonstrated leadership and strategic thinking, including the ability to lead organizational change, build teams, create and maintain positive morale and cultivate a culture of collaboration inter- and intra-departmentally.
9. Strong student/family centered orientation.
10. Strong analytical skills, experience with data-driven decision-making to assess processes, allocate resources, and prioritize efforts in a high-volume and timeline-driven environment.
11. Must possess sound and fair judgment in interpreting admissions policies in the evaluation of student applications and the ability to function in a collegial environment.
12. Understanding and enthusiasm for the value of a Christian liberal arts education.
13. Broad knowledge of College programs, activities and opportunities.
14. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective students, families, schools, churches and other audiences.
15. Ability to have a flexible schedule to accommodate occasional evening and weekend commitments.
16. Ability to travel away from home for extended periods.
17. Sufficient physical mobility to visit schools, churches and private homes and transport admissions materials.
18. A valid driver’s license with at least two years of licensed driving experience (if under 25 years of age), the ability to rent and drive a car, and to complete travel assignments independently by air or automobile.
19. Experience using data to measure and evaluate progress toward goals and revise processes as needed.
21. Request a minimum 3-year commitment.