

Director of Admission

Point University is a private liberal arts institution that educates our students within a Christian worldview, so they are equipped to take their faith into the marketplace and all of life while achieving their professional goals. We are training the next generation of Christian leaders to take the cross to more job sites, churches, industries, and nations than ever before.

The Director of Admission, reporting to the Chief Enrollment Officer, serves as the primary supervisor of the traditional (residential) department. Through this role, director creates, trains, and implements strategies to engage and recruit students to Point University. This is completed through in-person recruitment at high schools, campus visit processes, on-campus recruiting events, and other marketing and outreach opportunities to recruit students and execute the mission of the University. This position is multi-faceted, so the ability to multi-task and produce in high stress environments is required. Possessing leadership traits and taking initiative in project planning are must haves to succeed in this position and in the work environment.

Essential Responsibilities

- Immediate supervisor of admission counselors in completion of enrollment services, including student communication, admission file completion, and yield to start at Point.
- Process applications and manage their follow-up to increase applicant conversion. Weekly communication with each student is expected. Prepare student files for Admission Committee review.
- Coordinate and facilitate events to provide information and support student population. Presently these events include Point Preview and Starting Point (summer, registration events).
- Plan and coordinate recruitment travel for office. Position requires some travel to recruit new students, attend local events, as well as build partnership and community relations.
- Create, review, and implement marketing and recruitment tools and strategies to promote University. This includes working with vendors on lead generation strategies. Oversee digital marketing efforts, virtual campus map and virtual viewbook.
- Assist department of strategic alliances and partnerships in creating marketing materials.
- Create and annually review automated system communications.
- Work with other enrollment department leads to identify high-demand times for each department in effort to support services.
- Track funnel progression and adapt practices to increase conversion.
- Attend and assist with orientation events and graduation ceremonies.
- Establish and track enrollment and yield goals for team.
- Other duties as assigned.

Required Attributes and Skills

- Master's degree or commensurate experience
- Outstanding organizational skills; able to multi-task
- Must seek to take the initiative and has demonstrated a strong work ethic

- Ability to provide guidance to and motivate prospective students
- Excellent interpersonal communication and teamwork skills
- Excellent computer skills: word processing, spreadsheets, databases, and social networking
- Flexibility to work occasional nights and/or weekends
- 10% travel, some may require overnight stays
- High level of initiative and motivation to achieve enrollment goals
- Ability to supervise and manage the office under the direction of the Chief
- Proactive demeanor and willingness to explore new options for enrollment practices
- Ability to fulfill position requirements in a timely and effective manner
- Possess superior English language skills, including verbal and written communications, to communicate effectively in writing; via telephone, e-mail, and Internet; to large groups; and one-on-one with administrators, faculty, staff, students, alumni, business leaders, and community members

Preferred

- Three to five years of experience in sales and/or marketing
- Three years of experience with Student Information System (presently use Ellucian Colleague) and Customer Relationship Management (CRM) tool (presently use Ellucian Recruit)