

Director of Online Enrollment Services

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 Online Enrollment Services serves as the primary supervisor of the online enrollment services department. 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 enrollment specialists in completion of enrollment services, including student communication, admission file completion, and registration.
- 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 virtual events to provide information and support student population. In-person events may be used as well.
- Position requires some travel to recruit new students, attend local events, as well as build partnership and community relations.
- Assist department of strategic alliances and partnerships in creating marketing materials.
- Create and annually review automated system communications.
- Serve as primary contact/liaison to OPM partner for enrollment services.
- Work with other enrollment departments to identify high-demand times for each department in effort to support services.
- Track funnel progression and adapt practices to increase conversion.
- Work with office of registrar to complete registration for incoming students in their first semester.
- Attend and assist with orientation events and graduation ceremonies.
- Other duties as assigned as partnership/alliances continue to grow

Required Attributes and Skills

- Bachelor'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, data bases, 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

- Two to three years of experience sales and/or marketing
- Three years of experience with Ellucian or other Student Information System
- Fluency in Spanish and English