

**Director of Enrollment Services  
Job Description**

<b>Date:</b>	June 2022
<b>Department:</b>	Enrollment Services
<b>Reports To:</b>	Vice President for Enrollment and Marketing
<b>Purpose:</b>	The Director of Enrollment Services is responsible for leading the new student recruitment cycle from inquiry to matriculation, shaping diversified and high-quality mission-fit classes of incoming students in accordance with institutional goals.
<b>Summary:</b>	The Director of Enrollment Services reports to the Vice President for Enrollment and Marketing and is responsible for the new student recruitment and enrollment cycle, assisting students as they move from inquiry to matriculation. The Director implements the approved strategic enrollment marketing and communications plans, and ensures that strategic goals are met and measured for ongoing assessment. Serving as the Enrollment team leader, the Director recruits, trains, motivates and supervises Enrollment staff in order to achieve the highest possible reputation among prospective students, their parents, and other constituencies.
<b>Indicators of Success:</b>	<ul style="list-style-type: none"> <li>➤ Increased prospect, inquiry and applicant pools</li> <li>➤ Numeric growth of incoming classes support institutional goals</li> <li>➤ Students are effectively and expeditiously moved through the enrollment cycle (funnel) for maximum yield.</li> <li>➤ Prospective students and their parents are pleased with the level of engagement they have with the enrollment office: their questions are solicited and answered, their needs are met (whenever possible) and they have an accurate understanding of college programs, fees, policies and procedures related to enrollment.</li> <li>➤ Campus events (DEW, Running Start, tours, etc) are well organized, advertised and enjoyed by current and prospective students, resulting in the highest possible impression of the college and its facilities, programs and personnel.</li> <li>➤ New and relevant venues and events for engaging prospective students with sales presentations are identified; respective new relationships are established and nurtured.</li> <li>➤ The Emmaus Student Ambassadors and Telecounselors are recruited, trained and leveraged for optimum service to the college.</li> <li>➤ New and existing relationships are strengthened through regular and meaningful communication with key leaders in schools, camps/ministries, churches, etc.</li> <li>➤ A balanced departmental budget is consistently consulted and assessed to reduce waste and maximize impact related to goals.</li> <li>➤ Employees are supervised with tact, equity, and integrity, and are motivated to consistently yield their best work.</li> <li>➤ Christ-like behavior and a servant's heart are consistently displayed.</li> <li>➤ Team meetings and assignments are organized, efficient, productive and led with a cheerful disposition and a positive attitude.</li> <li>➤ The Director is perceived by employees as friendly, conscientious, and worthy of high esteem.</li> </ul>

**Areas of  
Responsibility and  
Job Duties**

**Enrollment Management**

- Oversee all aspects of enrollment operations, including implementing and directing the execution of a multi-year and annual enrollment management plan with appropriate goals that include strategies to recruit and enroll students
- Develop annual admissions forecasts, predictive models, and budgets
- Evaluate the academic records, extracurricular activities, standardized test scores and personal recommendations of applicants
- Manage and direct the freshman/transfer/continuing education application processing calendars
- Provide leadership and management of all campus preview, visit, and registration events

**Internal Communications**

- Manage timely development of printed/electronic communications and displays for promoting campus events (related to enrollment) to internal audiences
- In conjunction with the Vice President for Enrollment and Marketing, keep the president and other department heads informed about pertinent admissions statistics
- Collaborate with the registrar and financial aid department to maximize a positive student enrollment experience and yield

**External Communications**

- Manage timely development and distribution of printed/electronic communications and displays for promoting campus events (related to enrollment) to external audiences
- Work closely with the Vice President for Enrollment and Marketing to develop and implement an integrated marketing and communications plan in partnership with Director of Marketing
- Provide information about Emmaus and its enrollment policies to prospective students, their parents and other family members
- Distribute promotional literature & branded promo give-a-ways

**Inventory Management**

- Organize and maintain ample supplies of contemporary, affordable promo give-a-ways (tshirts, mugs, pens, etc) as approved by the Dir. Marketing & Enrollment
- Organize and maintain ample supplies of promotional literature

**Personnel Management**

- Provide leadership and guidance to staff members by identifying group and individual performance goals and providing feedback at annual performance reviews; Establish benchmarks for measuring results over time
- Supervise daily activities of the Enrollment Services team
- Supervise individual staff travel plans to ensure 1) effective use of time by admissions counselors, 2) consistency with recruiting objectives, and 3) conformity with College policy on business travel

**Travel**

- Travel to schools, churches, conferences, and college fairs (as time allows)

**General**

- Assume general admissions responsibilities such as interviewing prospective students and presenting to groups of prospective students, parents and counselors
- Maintain awareness of admissions policies and guidelines (international, federal, state, and local)
- Manage a budget related to operations
- Utilize alumni and peer recruiting activities
- Other duties as necessary

<b>Education, Training and Experience</b>	<ul style="list-style-type: none"> <li>➤ Minimum of a bachelor's degree</li> <li>➤ Prior people and/or project management experience</li> <li>➤ Proficient in the use of Microsoft Office software (Word, Excel, PowerPoint)</li> <li>➤ Excellent written and verbal communication skills</li> <li>➤ Committed to ongoing training and education in the field of enrollment management</li> <li>➤ Minimum of two years' experience in either: sales or college admissions (preferred)</li> <li>➤ Emmaus Bible College alumnus/a (preferred)</li> </ul>
<b>Key Skills and Knowledge Requirements:</b>	<ul style="list-style-type: none"> <li>➤ Born-again believer in the Lord Jesus Christ</li> <li>➤ Demonstrated personal Christian character</li> <li>➤ Agreement with the Doctrinal Statement of Emmaus Bible College</li> <li>➤ Commitment to the Mission, Core Values and Institutional Goals of Emmaus Bible College</li> <li>➤ Eagerness to live according to Emmaus' ethos and mission as prescribed in the Employee Handbook</li> <li>➤ Works well under pressure and excels in a deadline-driven environment</li> <li>➤ Self-motivated to maximize personal efficiency and impact</li> <li>➤ Excellent written and verbal communication skills</li> <li>➤ Customer-focused with an engaging and "up" personality</li> <li>➤ Responsible and reliable both personally and professionally</li> </ul>

***Director of Enrollment Services***

Emmaus Bible College is seeking a qualified Director of Enrollment Services to lead the new student recruitment cycle from inquiry to matriculation, shaping diversified and high-quality classes of incoming students in accordance with institutional goals.

Qualified candidates should submit resumes and recommendations to:

Emmaus Bible College  
 Attn: Tom Kook  
 2570 Asbury Road  
 Dubuque, IA 52001

Inquiries and materials may also be submitted electronically to: [tkook@emmaus.edu](mailto:tkook@emmaus.edu)

Job Location  
 Dubuque, Iowa, United States

Position Type  
 Full-Time/Exempt

Working Environment / Conditions  
 Standard office environment. Some travel may be required.