

TRINITY BIBLE COLLEGE & GRADUATE SCHOOL

Director of Enrollment and Recruiting

JOB DESCRIPTION: Director of Enrollment and Recruiting

REPORTS TO: Director reports to the Executive Vice President.

OVERVIEW: The Director of Enrollment plays a pivotal role in overseeing all aspects of the enrollment process within Trinity Bible College and Graduate School. This position requires a blend of strategic planning, team leadership, and data analysis skills to ensure the achievement of enrollment goals and objectives.

KEY FUNCTIONS and RESPONSIBILITIES:

1. **Strategic Planning:** Develop and implement enrollment strategies aligned with the institution's mission, vision, and goals. This includes forecasting enrollment trends, setting targets, and creating action plans to achieve desired outcomes.
2. **Recruitment and Outreach:** Lead recruitment efforts to attract a diverse pool of prospective students for both the Undergraduate and Graduate programs. Develop and execute outreach initiatives locally and nationally, including marketing campaigns, recruitment events, and partnerships with schools and community organizations.
3. **Admissions Process:** Oversee the admissions process from application to enrollment. Ensure that admissions procedures are efficient, transparent, and compliant with institutional policies and regulations.
4. **Data Analysis and Reporting:** Utilize data analytics to track enrollment metrics, evaluate the effectiveness of recruitment strategies, and identify areas for improvement. Generate regular reports for senior leadership to inform decision-making.
5. **Team Management:** Provide leadership and direction to the enrollment team, including admissions counselors and support staff. Foster a positive work environment conducive to collaboration, professional growth, and high performance.
6. **Financial Aid and Scholarships:** Collaborate with financial aid offices to develop financial aid packages and scholarship opportunities that support enrollment goals while meeting the needs of students. Ensure compliance with financial aid regulations and budgetary constraints.
7. **Student Support and Retention:** Implement initiatives to support student success and retention, such as orientation programs, academic advising, and support services. Monitor student progress and intervene as needed to address challenges and barriers to completion.
8. **Community Engagement:** Cultivate relationships with local communities, educational partners, and alumni to enhance recruitment efforts and promote the institution's reputation. Represent the institution at conferences, fairs, and other events to raise visibility and attract prospective students.
9. **Technology Integration:** Leverage technology solutions, such as CRM systems and enrollment management software, to streamline processes, improve communication, and enhance the overall enrollment experience for students and staff.

QUALIFICATIONS, EXPECTATIONS, and REQUIREMENTS:

1. Commitment to a Biblical lifestyle that is in line with theology, culture, community standards, and the Staff Handbook of the institution.
2. A clear understanding of and definite commitment to the mission and objectives of Trinity Bible College and Graduate School.
3. Bachelor's degree required; preferred in marketing, business administration, leadership, sales, or relevant field.
4. Strong leadership and team-building skills, with the ability to motivate and inspire staff to achieve excellence.
5. Excellent communication and interpersonal skills, with the ability to interact effectively with diverse stakeholders, including students, parents, faculty, administration, and external partners.
6. Flexibility to adapt to changing priorities and work in a fast-paced, deadline-driven environment.