



JOB TITLE: Director of Enrollment
DEPARTMENT: Enrollment
SUPERVISOR: AVP of Enrollment Management
FLSA STATUS: Exempt

MAJOR PURPOSE

The Director of Enrollment is responsible for overseeing and leading the university's strategic efforts in recruiting, admitting, and enrolling new students. This role oversees the development and execution of innovative strategies that enhance student recruitment, retention, and engagement across all academic programs and modalities. The Director manages high-performing sales and service teams, fosters cross-departmental collaboration, and ensures efficient, data-driven enrollment processes. The Director works collaboratively with the admissions team, marketing, financial aid, and other departments to achieve enrollment goals, enhance the student experience, and support the university's mission and vision.

Normal working hours will be on the Rocklin campus between 8 am and 6 pm Monday through Friday, PST. Some events may be held in the evening or on a weekend. Outside networking and travel is required. Some remote options may be available as determined by the supervisor.

The pay range for this position is generally: \$75,000-\$85,000. Individual pay is generally determined by a number of factors including job-related skills, experience, relevant education or training and location.

ESSENTIAL DUTIES

- **Ensures Mission-Aligned Enrollment Growth with Strong Oversight:** Assists executive leadership in the planning and execution of strategic enrollment initiatives to ensure that all academic programs in all modalities meet healthy enrollment goals for each recruiting cycle. Provides strategic oversight to the admissions team, implementing innovative strategies to attract diverse student populations aligned with Jessup's Christian mission and values.
- **Oversees and manages the day-to-day operations of the Enrollment team,** ensuring alignment with strategic objectives while maintaining operational excellence and accountability across all functions, including Recruiting, Admissions, Enrollment Specialists, and related support teams.
- **Develops and Leads High-Performing Sales and Service Teams:** Ensures both the admissions sales and service teams operate at high-performance levels through leadership, ongoing training, and professional development. Fosters a culture of excellence, accountability, and spiritual growth to ensure that teams meet recruitment goals while delivering a personalized, mission-driven experience for every prospective student.
- **Collaborates to Drive Seamless Enrollment Processes:** Collaborates with other enrollment leaders to plan and execute seamless enrollment strategies across departments. Works together to optimize the admissions and enrollment process, ensuring alignment with the University's mission and that all academic programs achieve their enrollment targets.
- **Oversees Enrollment Events and Visits:** Provides oversight and accountability for the planning and execution of high-impact, mission-driven on-campus events and visits. Ensures these experiences highlight Jessup's academic offerings, campus life, and spiritual environment, inspiring prospective students and their families to enroll.
- **Ensure Data-Driven Strategies for Effective Enrollment Management:** Ensures the use of robust data analytics to oversee recruitment performance, track enrollment trends, and inform

decision-making. Holds the admissions team accountable for using data to adjust strategies and align efforts with Jessup's mission and long-term institutional goals.

- **Admissions and Application Management:** Oversees the admissions process, ensuring that applications are reviewed in a timely manner and that communication with prospective students is consistent and effective. Maintains a focus on quality, ensuring that admitted students meet the academic standards and mission-driven qualities of the university. Monitors and reports on admissions metrics such as conversion rates, yield rates, and demographic data.
- **Financial Aid and Student Support:** Collaborates with the financial aid office to ensure that prospective students and their families receive timely and accurate information regarding scholarship opportunities, financial aid packages, and tuition planning.
- **Provide daily oversight and management of the admissions team's operation:** ensures smooth execution of recruitment, communication, and admissions processes, while addressing any operational challenges to maintain efficiency and high performance.
- **Leadership and Team Management:** Manages, mentors, and develops a team of Assistant Directors, overseeing admissions counselors, recruiters, and support staff, fostering a collaborative and mission-driven work environment. Sets goals, conducts performance evaluations, and supports the professional growth of team members. Promotes a culture of accountability, continuous improvement, and faith-based service within the enrollment team. Participates in staff development, training events, and outside meetings as required and approved.
- **Athletics:** Able to fully embrace and understand NCAA Division II Bylaws and Compliance Regulations in relation to the Enrollment Process. Knowledge of and commitment to Jessup University mission statement and philosophy, the NCAA, and conference rules and regulations
- Other duties as assigned

QUALIFICATIONS

Education/Certifications

- Bachelor's Degree or equivalent required

Required Knowledge/Experience

- Proven success in innovative recruitment strategies.
- Competent in CRM/ERP systems and the Microsoft and Google Suite
- Proven experience in leading and managing enrollment teams, with a demonstrated ability to drive recruitment and enrollment growth in higher education.
- Strong understanding of enrollment management principles, including admissions strategies, and recruitment best practices.

Skills/Abilities

- A commitment to the Christian faith and the mission of the university, with the ability to articulate the value of a faith-based education to prospective students and families.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively across departments and work with diverse student populations.
- Excellent written, verbal, and interpersonal communication skills, with the ability to connect with diverse audiences, including prospective students, families, and community leaders
- Ability to stay professionally relevant and up-to-date on best practices in traditional and non-traditional enrollment management, admissions, and marketing.
- Superior interpersonal communication, presentation, and leadership skills.

- Analytical and problem-solving abilities.
- Ability to manage department resources efficiently.
- Demonstrates humility, work ethic and emotional intelligence
- Attention to detail and highly organized

WORKING ENVIRONMENT

The employee agrees to promote the values and mission of William Jessup University as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith.

Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

Employee Signature

Date