



JOB TITLE:
DEPARTMENT:
SUPERVISOR:
FLSA STATUS:

Assistant Director of Enrollment Engagement
Undergraduate Admissions
Director of Admission, Traditional Undergraduate
Non-Exempt

MAJOR PURPOSE:

The role of the Assistant Director of Enrollment Engagement is to drive enrollment by casting a comprehensive vision for the University Welcome Center, and for visits & events across all educational modalities. This individual will design visit & event experiences to enable prospective students, their families, high school and community college counselors, youth leaders and the community at large, to experience Jessup in an informative and customer-centered way that promotes engagement and positively impacts enrollment. The role will hire, train, and supervise a team of student ambassadors, enrollment event student staff, and Welcome Center staff. This position will proactively engage other departments, staff, faculty, and current students to discover opportunities to maximize enrollment opportunities for all campus events. This position is a full time on-campus position.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Directs the strategic vision of prospective student experience through Visits, Events and Guest Relations;
2. Plan, coordinate, and implement creative, high-quality and effective on-campus recruitment and admissions events and programs, including guest relations (prospective students, Jessup staff, faculty, and students) and admission yield events and programs;
3. Researches and recommends proven, data driven trends, practices and opportunities for special events to engage prospective students for enrollment in all University programs;
4. Research and analyze demographics to effectively manage, schedule, and coordinate visits to high schools, community colleges, and churches in assigned geographical areas to recruit prospective students.
5. Partners with the Enrollment Communications Team to develop materials and manage advertisements for all events while appropriately leveraging CRM capabilities;
6. Coordinates staff and volunteers to execute events and visits in alignment with University branding guidelines;
7. Participates in the development of the budget for special events;
8. Participates in the evaluation and implementation of visit and appointment scheduling products to integrate with University CRM;
9. Manages virtual and remote events to increase opportunities for prospective students to experience Jessup from anywhere in the country;
10. Foster an all-in-one visit experience by encouraging collaboration between University programs and student service areas;
11. Create opportunities for faculty to impact the campus visit experience through informative and educational meetings;
12. Proactively determine what individuals/groups should visit and initiate tactics to invite them on to campus;
13. Hire, train, and supervise a team of student ambassadors, student staff, and Welcome Center staff;
14. Oversee the completion of reminder and confirmation calls, emails and texts to scheduled visitors to increase attendance retention;
15. Ability to work nights and weekends occasionally, as required for events;
16. Other duties as assigned.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:

- Bachelor's degree required

REQUIRED KNOWLEDGE/EXPERIENCE:

- Experience in higher education and/ or prior enrollment experience
- Experience driving strategic vision of events, programs and guest relations to deliver desired outcomes within budget parameters,
- 3-5 years of event planning and execution experience
- Experience supervising staff and volunteers
- Computer software: Google Apps Suite, Microsoft Office Suite
- Database usage and knowledge, Salesforce preferred

SKILLS/ABILITIES:

- Has a committed relationship with Christ and committed to Jessup;
- Ability to understand the perspective of prospective University students for all educational modalities;
- Knowledge of event planning methods and principles; willingness and ability to learn new programs;
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects;
- An optimistic attitude; friendly and outgoing personality;
- Self - Initiated work ethic, experience working with metrics;
- Ability to successfully work with others and to stay focused regardless of surrounding distractions;

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of WJU 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 typically in an air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. Duties may include occasional off-campus and outdoor events. 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 40 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