



Job Title: Enrollment Director
Supervisor: Vice President of Enrollment & Relations
Revised: April 2023

Position Summary: Responsible to develop and oversee implementation of MBC's enrollment strategy from lead generation to engaging prospects to shepherding applicants all the way through to matriculation.

Duties and Responsibilities:

Philosophy – Keeps MBC's enrollment efforts and interactions true to its philosophy:

- Submitted to God through prayer.
 - Prays personally about enrollment.
 - Takes other opportunities as available to call others to join in prayer regarding enrollment.
- A disciple-making approach characterized by intentional directed relationship unto maturity in Christ.
 - Helping students determine what type of training is best for them as a growing servant of Christ.
 - Encouraging students with God's word, prayer and personal examples, showing true care and concern for them.

Execution

- Develops MBC's enrollment strategy with input from Executive leaders and marketing staff/partners.
- Oversees implementation of the enrollment strategy from lead generation to lead cultivation to lead conversion and matriculation. This includes oversight of:
 - Scheduling of himself/herself and other key staff members (President, VPs, Recruiter, etc.) for personal representation of the college;
 - Design and execution of the communication plan with leads, prospects, and applicants
 - Design / production of print and electronic media and other recruitment materials
 - Processes for handling inquiries, leads, applications, and matriculation progression
 - Student visits to campus and campus visit days
 - Application acceptance and notification policies and practices
 - New student scholarship awards and notifications (MBC does not participate in Title IV, so our scholarship processes are simple by comparison)
 - Utilization of the college's management software, Populi, for enrollment purposes
- Takes lead role in hiring any new enrollment staff; trains and manages all enrollment staff.
- Manages recruitment and travel budget other than personnel.
- Is himself/herself a leading participant in direct recruiting efforts – expectation up to 25% of annual work time traveling away from home.
- Ensures that MBC stays in compliance with recruitment laws and regulations including those for international students and the standards of accreditation.
- Ensures that regular (at least monthly) enrollment reports go out to the President and Executive staff. A Board-level report is also required for each meeting (September, December, March, May).

Other Duties

- Actively participates in the lives of students in a discipleship role; and
- Performs other duties as may be assigned

Competencies: To perform the job successfully, an individual should demonstrate the following:

Soft Skills:

- Personal commitment to and application of the College's disciple-making philosophy of ministry;
- Strong interpersonal and communication skills, both orally and in writing, and the ability to work effectively with a wide range of constituencies in a diverse community;
- Ability to foster a cooperative work environment and be a collaborative team member;
- Ability to manage support staff effectively;
- Self-motivated and able to organize, prioritize and schedule work assignments for high output;
- Able to maintain confidentiality, especially of student information obtained in the applicant process;
- Evident Christian character, humility in personal/professional interaction, a commitment to ministry; and is a member of a local church body.

Hard Skills: (training provided and some learning curve expected to attain)

- Solid understanding of recruitment and admissions practices;
- Knowledge of the College's admissions policies and procedures;
- Knowledge of associated laws, regulations and accreditation standards related to enrollment, including international students, veterans, and health requirements;
- Proficiency in Populi, especially the enrollment and communications related features;

Supervisory Responsibilities:

- All supporting enrollment staff (currently a full-time Recruiter (helps shape specific job functions) and two part-time Student Ambassadors

Education and Experience: Bachelor's Degree required. Experience directly related to duties and responsibilities highly preferred.