



### Position Description

**Job Title:** Director of Seminary Admissions & Recruitment  
**Department:** Seminary Office of Admissions  
**Reports to:** Vice President for Enrollment Management  
**Status:** Full-time employment, exempt

#### SUMMARY:

This position provides strategic direction and implementation of a results-oriented admission and marketing program that achieves both the annual and long-range strategic enrollment management goals of the seminary. Admissions recruitment, counseling, outreach, marketing communications, office management, and program and event coordination are all significant functions of this position. Travel required.

#### PRIMARY RESPONSIBILITIES:

1. Develop and execute a comprehensive recruitment and admissions plan that cultivates and recruits students to the seminary's programs and meets the targeted goals.
2. Manage applicant pool, utilizing campus administrative database and ongoing strategic communication, including in-person appointments, phone calls, direct mail, email, and social media, to encourage an application for admission and ultimately enrollment.
3. Attend off-campus recruitment events to represent and market the seminary at colleges and universities, churches, conferences, and other targeted audiences. Involves extensive fall travel, periodic travel throughout year, and occasional evening and weekend work.
4. Develop and cultivate new recruitment markets and relationships with prospects and influencers, as well as the campus community.
5. Identify and help execute creative and compelling content strategy and marketing materials (print and digital) that communicate the unique value of the seminary brand and educational experience; drives engagement; and grows the seminary's enrollment. Work closely with other team members on the development of other communication projects.
6. Maintain and monitor the seminary's social media presence and develop a strategy for usage that supports the seminary recruitment and fundraising goals.
7. Contribute to the planning and execution of activities and special events designed to enhance enrollment, including on-campus visits, visit days, and orientation events.
8. Counsel prospective applicants on the admissions process, financial aid information, and housing, employment, and ministry opportunities at/near the seminary. Respond with immediacy to the needs of the prospect.
9. Oversee the admission process, reviewing and finalizing each application, submitting to the committee for review, and making scholarship recommendations.
10. Maintain and communicate a clear understanding and support of the nature of the institution.
11. Serve as part of Milligan's Enrollment Management team, coordinating and collaborating with colleagues as necessary and appropriate.
12. Coordinate the efforts of others involved in recruitment as outlined in the plan.

13. Complete routine office work and reports related to recruitment, budget, projections, personal schedule, travel, special programs, and professional development.
14. Exemplify a positive attitude and atmosphere of hospitality, integrity, and customer service.
15. Assume other appropriate responsibilities as delegated.

## **SKILLS & QUALIFICATIONS**

- Bachelor's degree required; seminary degree preferred.
- Several years related outreach or marketing experience.
- Willing and able to travel. Some evening and weekend work required.
- Ability to manage a recruitment territory, work under tight deadlines, and meet assigned goals.
- Exceptionally strong communication and marketing skills.
- Computer and technology skills, including social media.
- Good work ethic, self-driven.
- Proactive, creative, and versatile problem-solver, with ability to use discretionary judgment
- Demonstrate integrity and dependability.
- Demonstrated ability to work effectively both independently and as part of a team
- Ability to balance and manage multiple projects successfully with a high attention to detail.
- Exceptional interpersonal skills with ability to influence, consult, and work with a wide range of people and maintain a positive attitude.
- Professional demeanor, dress, and personal interactions. Ability to interact effectively and represent the institution professionally with a variety of on- and off-campus constituents.
- Christian commitment and lifestyle consistent with Milligan University mission and goals.

## **TO APPLY:**

To apply, send the following to Lauren Gullett, Director of Admissions, at [LWGullett@milligan.edu](mailto:LWGullett@milligan.edu).

- Letter of interest explaining qualifications for the position and commitment to Milligan mission
- Resume
- Names, addresses, emails, and phone numbers of (3) professional references

Application reviews are ongoing. The position will remain open until filled. Finalists will be required to submit official transcripts and are subject to criminal background checks.