

Position: **Director of Enrollment Management**
Supervisor: Vice President of Institutional Advancement
Hiring Administrator: President
Category: Administrative
Date: February 2021

General Summary

The Director leads and advances the school's overall enrollment program in accord with CTU's mission of preparing effective leaders for the Church ready to witness to Christ's good news of justice, love, and peace. The Director plays a key role as part of an institutional team, led by the President and Vice President for Institutional Advancement, launching a strategic initiative to increase enrollment. The Director has two direct reports: Admissions and Financial Aid Coordinator and Admission Counselor (recruiter).

Specific Duties and Responsibilities

1. Meets term enrollment targets by executing a strategic plan for growth by marshaling and coordinating outreach with staff, faculty, students, and alumni to leverage the school's charisms, talents, and skills to continuously improve and maintain a world-class student experience.
2. Responsible for all recruitment-related operations for both domestic and international students. Creatively applies best practice recruitment principles by enhancing the quantity and quality of touchpoints through discernment engagement and accompaniment of prospective students. The job requires the keen understanding of ethical marketing and communication strategies.
3. Maintains and grows a pipeline of well-profiled student prospects through personal engagement with an institutional network of influencers at religious communities, Catholic service and advocacy organizations, colleges, universities, parishes, dioceses and similar entities.
4. Formulates, coordinates, and implements an annual tactical recruitment plan driven by enrollment goals.
5. Provides weekly and monthly data-informed enrollment analytical reports for decision-support.

6. Directs all financial aid and scholarships operations including Title IV compliancy.
7. Coordinates with the Academic team on all student retention efforts.
8. Provides leadership in organizational development, change management, and continuous improvement of enrollment operations.
9. Manages and motivates a cadre of student volunteers.
10. Manages the identification and usage of enrollment software systems including CRM, Student Information Systems, financial aid and digital platforms.

Knowledge, Skills and Abilities Required

1. Master's degree preferred. We encourage applicants of diverse backgrounds which is reflective of CTU's institutional commitment to anti-racism and inclusivity.
2. Higher education enrollment or administration experience preferred. Similar experience in institutional faith-based fundraising, advocacy or education-related sales would be considered.
3. Minimum of four years' experience required to include supervisory roles.
4. Must have knowledge of strategic enrollment concepts and programs and total command of CTU's degree, certificate, and continuing education programs.
5. Polished executive leadership skills including excellent verbal, written and presentation skills, effective time management, and multitasking capabilities.
6. Advanced skills in Excel as well Microsoft Office applications. Must have knowledge of data base principles.
7. Ability to creatively problem solve.
8. Facility and experience in managing a detailed budget.