



Director of Enrollment, Lifepoint College

The Director of Enrollment and Marketing provides strategic leadership for all recruitment, marketing, admissions, and enrollment initiatives. This role is responsible for developing, implementing, and assessing comprehensive strategies to attract, engage, and enroll qualified students aligned with our institution's mission and values. The Director will oversee the institution's brand presence across all platforms, manage the admissions process, develop external relations, and coordinate recruitment events while working collaboratively with faculty, staff, and college leadership. Additionally, as a faculty member, the Director of Enrollment teaches 2-3 courses per school year as assigned.

Qualifications

- Minimum Education Required – bachelor's degree and applied experience in religion, marketing, communications, or management (master's degree preferred)
- Excellent interpersonal and presentation skills, especially written and oral communication
- Strong analytical skills related to problem-solving and learning new technologies and the use of data to inform decision-making.
- Project Management – Demonstrated ability to work on multiple projects, strong project management and follow-up skills, strong ability to multi-task and continually prioritize changing project tasks and deliverables
- Proven ability to develop and implement strategic plans
- Experience with CRM systems and enrollment management software
- Demonstrated commitment to Christian faith and values

Duties and Responsibilities

- **Enrollment Management and Admissions**
 - Develop and implement a comprehensive enrollment management plan with measurable goals and objectives
 - Oversee the admissions process from initial inquiry to enrollment
 - Ensure admissions requirements and policies are adhered to
 - Analyze enrollment data and trends to inform strategic decision-making
 - Establish and maintain relationships with churches, Christian schools, and ministry organizations to create recruitment pipelines
 - Work collaboratively with the financial aid office to ensure prospective students receive timely and accurate information
 - Develop and manage the recruitment and marketing budgets
 - Provide regular reports to leadership on enrollment metrics, trends, and projections
- **Marketing and Communications**
 - Oversee the development and execution of the institution's marketing and communication strategy
 - Manage the college website, ensuring content is current, engaging, and effectively communicates our mission and programs
 - Oversee photography, videography, and graphic design
 - Direct social media strategy and calendaring across all platforms to engage prospective students and promote the college's unique offerings
 - Develop marketing materials that effectively communicate the institution's distinctive Christian identity and academic programs
 - Ensure consistent messaging and branding across all communication channels
 - Collaborate with faculty and staff to gather compelling student success stories and ministry outcomes
 - Write copy, design or approve graphics, and ensure consistency in branding across all platforms, including website and print marketing materials.

- Maintain an inventory of branded merchandise and recruitment materials, including booth swag
- Monitor engagement of social media posts, website landing pages event RSVPs, etc. Adapt strategy as needed to increase engagement.
- **Recruitment and Outreach**
 - Lead the planning and execution of recruitment events including college fairs, campus visits, preview days, and virtual information sessions
 - Develop and maintain relationships with youth pastors, church leaders, and Christian school counselors
 - Create and implement targeted outreach campaigns to prospective student populations
 - Train and supervise student ambassadors and Dream Team to assist with campus tours and recruitment events
 - Represent the institution at conferences, churches, and community events
 - Develop innovative strategies to reach potential students interested in ministerial leadership
- **Team Leadership**
 - Recruit, train, supervise, and evaluate recruitment team members
 - Foster a collaborative and mission-focused work environment
 - Provide mentorship and professional development opportunities for team members
 - Ensure team members, including student ambassadors and college Dream Team, understand and can effectively communicate the institution's mission, values, and program/course offerings
 - Other duties as assigned

Attributes of the Ideal Candidate

- Relational
- Integrous
- Conscientious
- Collaborative
- Organized
- Intuitive
- Attention to Detail
- Reliable
- Connected to Lifepoint Church
- Good representatives of followers of Christ
- Proficient in Microsoft Office, Slack, and Monday
- High-level ability to collaborate and plan across multiple departments
- Ability to develop and cast vision, and see it through to execution

Employment Status

- Full Time, 40 hours per week, Sunday-Thursday

Work Location

- Lifepoint College, Fredericksburg, VA

Reporting Relationship

- Direct-line reports to President, Lifepoint College

