



POSITION ANNOUNCEMENT

Director of Traditional Enrollment

Mount Vernon Nazarene University exists to shape lives through educating the whole person and cultivating Christ-likeness for lifelong learning and service.

Mount Vernon Nazarene University (MVNU) is an intentionally Christian teaching university for traditional age students, graduate students, and working adults who seek opportunities to learn and grow in an academic community of faith. The University provides the context for a transformational experience through excellent academics, service opportunities, caring relationships, and a nurturing spiritual and social environment. Faculty, staff, and students are challenged to achieve their highest potential, to become increasingly Christ-like, and to make a difference in their world through lifelong service.

The University seeks a full-time, 12-month, **Director of Traditional Enrollment**. The Director of Traditional Enrollment is responsible for the recruitment of undergraduate traditional students. The primary focus of this role is to direct and oversee training, strategy, and new initiatives that will increase inquiries, conversion rates in the admissions funnel, and enrollment.

The position reports to the Vice President of Enrollment & Marketing and is available immediately, upon appointment of a successful candidate. The University pay grade for this position is "D". A full complement of benefits is provided including a health care plan, retirement contributions and tuition assistance, each subject to associated waiting periods. The candidate will also receive generous holidays, and vacation and sick days earned on an accrual basis.

Responsibilities as Director of Traditional Enrollment:

- Assist the Vice President of Enrollment & Marketing to implement the University's annual recruitment plan along with the development of effective policies and procedures for obtaining maximum productivity from the admissions staff;
- Oversee university representation with high school guidance counselors, at college fairs, career nights, and other programs serving to promote Christian higher education to prospective students;
- Lead the team of admissions counselors by setting and achieving individual and team goals across the entire admissions funnel;
- Manage the travel recruitment strategy which includes admissions visits to churches, youth camps, retreats, special events, conferences, and Christian gatherings for the purpose of recruiting new students, keeping special emphasis on the Church of the Nazarene as the sponsoring denomination, sister Wesleyan churches across the region, and all churches in the area supportive of Christian higher education;
- Cultivate enrollment development opportunities by developing strategic partnerships with schools, access programs, and community colleges which will impact the entire funnel;
- Lead the traditional admissions office's marketing efforts. Serve as a strategic lead by staying informed with trends, analyzing data, and suggesting pathways forward;
- Collaborate with MVNU Marketing team to research and respond to higher education enrollment trends, with Academic Affairs to inform prospective students about programs at the university, and with Nazarene Youth International at the district, regional, and global levels to support the spiritual development of youth consistent with the mission of the university;
- Manage the maintenance of accurate data of all prospective students including incoming freshmen, transfers, readmits, dual enrollment options, and guest students;
- Develop and execute innovative student communication strategies relevant to Gen-Z using traditional and emerging technology while overseeing the communication flow plan to ensure timely and accurate delivery;

- Oversee the Campus Events Manager and Welcome Center Manager to attract outside groups and individuals to campus and develop recruitment strategies for those who visit campus;
- Coordinate an extensive data-driven strategic enrollment approach that includes development and maintenance of a robust set of reports and routine analysis necessary to meet enrollment goals;
- Collaborate with campus partners (alumni, volunteers, staff, athletics, professors) to develop and execute programs designed to attract and recruit potential students;
- Initiate and promote a spirit of innovation and collaboration within the admissions department, across campus, and with University stakeholders;
- Manage department budget development, expenditures, and reports;
- Represent Admissions on university committees as assigned
- Serve as a member of the Enrollment & Marketing Leadership Council
- Partner with Director of GPS Enrollment to collaborate enrollment efforts on both sides of the university
- Partner with other designated leaders to plan team training days, and an annual retreat to provide coaching, mentoring, and professional development to team members

Expectations for the successful candidate:

- Evangelical Christian confession of faith and commitment to the mission of MVNU
- Master's degree required
- 10+ years of leadership experience working in a faith-based organization with experience in enrollment and proven leadership abilities
- Clear ability to analyze, interpret and make good use of data for strategic enrollment and marketing decisions
- Ability to attract, build, train, and supervise a high-quality, results-oriented team
- Experience in a position with accountability for both result and process-oriented goals
- Strong leadership skills, with an emphasis on customer service
- Self-motivated, organized, and able to work independently
- Experience developing data-driven recruitment, sales, or marketing strategies
- Excellent communication skills (including phone and written communication)
- Ability to maintain confidentiality concerning student information

To be considered for this position, please email a resume to johnna.vanover@mvnu.edu and complete the application, found at: <http://mvnu.edu/jobs>. Applicants submitting materials via email should attach either a Microsoft Word or .PDF File. Alternatively, materials can be faxed to (740-397-1005), or mailed to:

Mount Vernon Nazarene University
Human Resources
800 Martinsburg Road
Mount Vernon, OH 43050

Professional and personal references are required, consistent with the responsibilities associated with this position. A background check will be performed prior to appointment. Mount Vernon Nazarene University does not unlawfully discriminate on the basis of race, color, sex, national origin, age, disability, or military service in administering its employment policies and practices. As a religious educational institution under the auspices of the Church of the Nazarene, the University is permitted by law to consider religious beliefs/practices in making employment decisions and does so to achieve its mission. The University requires as a condition of employment that all employees subscribe to standards of the Church of the Nazarene and conduct their lives in accordance therewith.