

**Colgate Rochester Crozer Divinity School**  
**Job Description**

**Job Title:** Director of Enrollment  
**Department:** Enrollment Services  
**Reports To:** The President  
**FLSA Status:** Exempt  
**Date Prepared:** October 2018

**SUMMARY**

The Director of Enrollment has primary responsibility for managing and implementing enrollment activities, including recruiting, marketing, admissions and retention. In collaboration with the President and associates, the Director of Enrollment plans and implements programs and strategies to drive enrollment growth, including marketing and external constituent relations. The Director also serves as primary contact for financial aid with a third-party financial aid service.

**RESPONSIBILITIES:**

Oversee the development and implementation of a comprehensive enrollment and marketing management plan focused on driving enrollment growth.

Provide leadership for identifying strategies and goals related to recruitment, enrollment and retention.

Review, design, and manage the School's digital, print, audio, social media, and email enrollment marketing efforts, consistent with the School's mission, branding and enrollment goals.

Coordinate travel and recruitment representation at colleges, denominational conferences and recruitment fairs.

Coordinate and conduct targeted meetings with prospective students and individuals who can positively influence enrollment, including alumni/ae.

Oversee creation and production of marketing and promotional materials for recruitment, including written copy.

In conjunction with the Academic Dean and Office for Institutional Advancement, facilitate and manage scholarship/grant committee award process.

Develop strategies to educate students on student debt load reduction.

Plan and implement new student orientation.

Serve as primary point of contact with third-party financial aid servicer and ensure institutional compliance with Title IV Direct Loan Program.

Annually update and publish student handbook.

In conjunction with Communications Coordinator and Office for Institutional Advancement, update and redesign academic catalogue to accurately represent academic programs.

Participate in commencement planning and exercises.

In cooperation with the Academic Dean, ensure compliance of academic policies with regard to recruitment and selection of graduate degree candidates.

In cooperation with the Academic Dean, President and associates, ensure mandatory compliance with range of higher education regulations and standards including: immunization statutes, annual State survey and audits, U.S. Department of Education, New York State Education Department, and the Association of Theological Schools.

Serve as Primary Designated School Official (PDSO) in SEVIS and manage all SEVP compliance issues.

In conjunction with the Academic Dean, manage student, staff and faculty training/compliance with Title IX, Campus SaVE Act, VAWA, and NYS Article 19-B ("Enough is Enough").

Ensure ADA and Section 504 compliance for students with disabilities.

Carry out other responsibilities as assigned by the President.

### **QUALIFICATIONS**

Master's degree with five years of experience in related field; experience in a theological setting helpful, but not required. Strong management and interpersonal skills required. Proficient in marketing and digital media, data analysis and business forecasting. Must work effectively with faculty, staff, and students to achieve enrollment objectives. Successful experience working with traditional and nontraditional students, and in recruiting a diverse student body.

### **SKILLS AND ABILITIES**

Must be a motivated self-starter.

Ability to define problems, collect data, establish facts, draw sound valid conclusions and clearly identify and implement strategies necessary to drive enrollment.

Willingness to innovate and find new, creative strategies and solutions to problems.

Strong oral and written communication skills.

Digital marketing and social media proficiency.

Personal integrity which inspires confidence in CRCDS' constituents.

Service-oriented, friendly, and hospitable. Must enjoy working with people.

Willing to maintain flexible work hours.

Willingness to travel, regionally and nationally.

Collegial and cooperative spirit.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands and fingers, handle or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

## **WORK ENVIRONMENT**

Colgate Rochester Crozer Divinity School is a graduate school of theology. The school desires to build and maintain an atmosphere that is welcoming and friendly. Employees are encouraged to work cooperatively and collegially. The school encourages innovation and new ideas that will help serve the students in better and more efficient ways.

## **HOW TO APPLY**

Submit resume and cover letter to:

Colgate Rochester Crozer Divinity School  
Attention: Meg Donovan  
1100 South Goodman Street  
Rochester, NY 14620

Or electronically to [mdonovan@crcls.edu](mailto:mdonovan@crcls.edu).