

# GORDON CONWELL

## THEOLOGICAL SEMINARY

**Title:** Cohort-Based Education (CBE) Marketing, Recruiting, & Admissions Manager  
**Reports to:** Executive Director of Operations (EDO) for CBE  
**Location:** South Hamilton, MA  
**Status:** Full-time (37.5 hours per week)

### Overview

Gordon Conwell is a multid denominational, Protestant graduate school, unique with its broad array of over 2,100 students and 200 faculty and staff from 98 denominations and 64 countries. We offer a residential model of education at South Hamilton, MA (our main campus); an urban context offering classes in five languages in Boston, MA; adult educational models in both our Charlotte, NC campus and our offerings in Jacksonville, FL; in addition to online and cohort models involving students from around the world.

Our mission is to prepare men and women for ministry at home and abroad. Rooted in the gospel and God's Word, the seminary seeks to develop Christian leaders who are thoughtful, globally aware, spiritually mature and ready for a broad array of ministries. While being historically orthodox and evangelical, we seek to address the issues of our times with both relevance to the culture and faithfulness to Christ and God's truthful Word.

### Position Summary

Under the direct supervision of the EDO of CBE, in coordination with the Vice-President of CBE/Doctor of Ministry (DMIN) Dean and Latino & Global Ministries (LGM) Dean, this position supports the mission of the Seminary by achieving new student recruitment goals for Gordon-Conwell's Cohort-Based Education offerings: Doctor of Ministry and Latino & Global Ministries programs. This individual manages admissions and marketing operations for DMIN and LGM, including tasks related to recruiting, admitting, and enrolling new students. The Marketing, Recruiting, & Admissions Manager will strive to achieve an annual new student headcount of 80-150 for both DMIN and LGM, as determined in partnership with the VP of CBE/DMin Dean, LGM Dean, EDO of CBE and LGM Assistant Registrar & Program Manager.

### Key Responsibilities

- 1. Strategic Marketing Planning & Relationship Building:** With the VP of CBE/DMin Dean, LGM Dean, and EDO of CBE, create an annual and bi-annual strategic plan to achieve new student enrollment goals for DMIN & LGM. Develop marketing and recruitment plans which identify new sources of quality leads and detail the efforts to be taken to achieve each year's recruitment goals. Manage cross-departmental relationships to deliver marketing and communications strategy consistent with the overall seminary communications policies and strategy. Design and lead the process of producing promotional materials (print and digital, including social media) to support defined strategies to target new audiences and to increase engagement of prospect students for DMIN and LGM. Act as primary point of contact with the Communications Department as necessary. In

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coordination with EDO, oversee development of recruitment plans using coordinated social media, website redesign, and development of more video and audio components. (25%)

2. **Execution of Recruitment Plan:** With the VP of CBE/DMin Dean, LGM Dean, and EDO of CBE, coordinate the end-to-end execution of strategic recruitment plans for DMIN & LGM, ensuring sustained engagement as prospects progress through the admissions funnel. With the EDO, oversee the smooth implementation of data systems to support recruitment efforts for both degree programs. Oversee the smooth implementation of recruitment efforts within degree programs and within the policies and overall strategy of the seminary. Travel to represent CBE interests in selected venues on and off campus as required. (20%)
3. **Coordination of Admission Plan:** Lead applicants through the admission funnel as efficiently as possible. Understand and use all necessary NECHE, ATS, & seminary guidelines pertaining to enrollment practices for DMIN and LGM programs. Review final admission decisions for applicants with program leadership, facilitating through matriculation, and managing switches prior to the first residency or course in consultation with EDO of CBE for DMin and LGM Assistant Registrar & Program for LGM. Oversee completion of MDiv Equivalency requirements for DMIN students. Manage transfer credit evaluation for LGM. Ensure that all admission interactions reflect our high professional program standards. (25%)
4. **Admissions Student Information System Oversight:** Oversee recruitment and admissions data entry and maintenance practices to ensure data integrity and maintenance practices. Generate reports for DMIN/LGM and seminary leadership, mentors, and others as necessary on current recruitment projections, status of inquiries and applicants, travel schedules, effectiveness of recruitment events and other matters related to the recruitment and admissions process. Use historic data and predictive modeling to execute data-driven decisions to achieve recruitment goals. Analyze and improve operations. Administer policies and procedures as established by VP of CBE/DMin Dean, LGM Dean, and EDO of CBE in relation to seminary-wide policies and procedures. (20%)
5. **Budget:** In collaboration with VP of CBE and EDO of CBE, plan annual budget to meet recruiting goals. Negotiate contracts, coordinate advertising, manage expenses, and end the year on target for budget goals. (5%)
6. **Coordination of Team and Operations:** In collaboration with the EDO and in partnership with other CBE Managers, oversee the work of support staff, including student workers as they help provide a warm, professional, informative, and language-appropriate environment for prospective students and applicants. Monitor established admissions processes to ensure that all parties know their responsibilities and are executing them in a timely and correct manner. (5%)
7. Perform other duties as necessary.

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### Required Competencies

- **Relationship Building and Leadership:** Proven track record of building relationships across departments and outside the organization to ensure positive outcomes. A warm, welcoming, hospitable spirit that puts guests at ease and sets an example for the team. Proven ability to collaborate and foster a team environment. Well-developed leadership skills and administrative and organizational abilities. Work constructively and harmoniously with co-workers, faculty, staff, students, prospective students and the public at large.
- **Communication and Interpersonal Effectiveness:** Strong preference for fluency in English and at least one of our serving languages (Spanish, Portuguese, Mandarin, or Korean). Must have strong written and verbal communication skills and be able to communicate in a manner that allows information to flow freely and smoothly in order to perform job responsibilities in a timely fashion.
- **Strategic and Creative Thinking:** Demonstrated ability to establish and implement long-term and short-term strategies to accomplish department and institutional goals. A talent for creative thinking and problem solving.
- **Analytical Skills:** Ability to analyze, interpret and evaluate data in order to make data-driven decisions and report to leadership.
- **Knowledge and Discernment:** Understanding of the academic, personal and spiritual capabilities required for theological training. Ability to discern an applicant's readiness for graduate level theological education and fit with the seminary. Understanding of a variety of cultures and ethos and ability to act as a liaison and advocate for both the applicant/student and the seminary.

### Education and Experience

- Preference of a minimum of five years of previous experience in higher education marketing, recruitment, and admissions management, or relevant experience in another field. Successful team participation is required.
- Strong proficiency with student information systems (preferably CAMS) as well as Microsoft Excel and Word.
- Experience with Crystal Reports and/or SQL Server Reporting Services as well as some basic knowledge SQL reporting are preferred but not required.
- Bachelor's degree in a relevant field.

### Application Process

Please apply through Gordon-Conwell's Career Center available here:

<https://www.gordonconwell.edu/employment/>

Please include these documents in either Microsoft Word or PDF formats:

- A cover letter addressed to Bridget Erickson, Executive Director of Operations, explaining your interest in the position.
- A formal CV that includes the names of at least three references.

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No hard copy materials, please. Opportunities to interview will be made available at the search committee's initiative. Applications will be accepted until the position is filled.