

Tabor College Director of Online Enrollment Job Description (Full Version)

Leadership

- Provide compelling vision for online enrollment that is in support of the mission, vision and values of Tabor College
- Represent and seek to influence for the sake of Christ and His Kingdom
- Work to create a culture within the online enrollment team of empowerment, creativity, innovation and results
- Draft a yearly as well as a long term strategic online marketing/recruiting plan and hold all applicable employees accountable to execute the plan
- Draft, oversee implementation and review annually communication flows for each of the online degree programs
- Schedule, plan and lead all necessary intermittent and standing meetings for online enrollment staff
- Meet with and report regularly to the Dean of Enrollment as to tracking data, enrollment personnel job performance, campus enrollment events, etc.
- Represent Tabor as a public speaker for various on and off-campus events where our online marketing and recruitment efforts are required
- Set up and implement all necessary new and ongoing orientation and training for all supervised staff
- Design an intentional mentoring/development plan for all supervised staff – includes regular individual and group meeting times
- Participate in the enrollment revenue goal setting process and seek to hold the online enrollment staff accountable to meeting applicable goals
- Hold all online enrollment staff accountable for excellent internal and external customer service
- Be aware of Tabor College in respect to: history, philosophy, mission, academic programs, cost/fees and admissions/financial aid requirements and procedures
- Maintain a professional appearance, attitude and manner of communication

Recruitment

- Manage the data analysis and resulting strategic planning for online recruitment and retention
- Regularly track the various revenue and enrollment rates for each online program as a part of the accountability and goal achieving process.
- Oversee assignments for all online recruiter traveling
- Require all online recruiters to submit an individual yearly budget request and give final approval to each one in keeping with the approved department budget
- Supervise all online recruiting staff – includes monitoring weekly contact expectations, review of digital marketing activity and conducting yearly job evaluations
- Sign off on all online admits
- Fill in strategically and as needed to recruit online students

Finance

- Develop and propose the annual budget for online enrollment operations
- Manage the online enrollment budget – includes authorizing and signing off on all payment requisitions, credit card purchases and purchase orders
- Manage the scholarship programs and financial aid strategic planning for online programs
- Oversee the design of a set of online financial estimate templates, estimate creation process and estimate delivery process.

Marketing

- Oversee bi-yearly inventory and production of all online enrollment department supplies and direct mail pieces
- Serve on Tabor's Marketing Advisory Group
- Oversee, provide direction and help execute the direct mail, social media, audio/visual media and website marketing efforts to prospective students

Collaboration

- Provide regular enrollment reports for the Tabor Executive Management Team
- Collaborate with EVP of Academics and EVP of Operations for delivering excellence and efficiency
- Collaborate with the marketing and communications department for design and production of all marketing material needs
- Create collaborative systems between online enrollment staff and online program directors that maximize the realization of enrollment goals in these areas