



Westminster Seminary California

Position Announcement: Director of Recruitment and Alumni Relations

Full-time, 12-month, exempt

Review of applications: July 1-15, 2017

Anticipated starting date: August 1, 2017

Position Description:

Under the general direction of the Vice President for Enrollment Management, the Director of Recruitment and Alumni Relations is responsible for supporting Westminster Seminary California's recruitment, admissions, and alumni relations objectives by serving as a primary point of contact for prospective students and alumni with the purpose of forming and cultivating supportive and meaningful relationships from initial inquiry through graduation and beyond.

Primary Duties & Responsibilities:

- Serve as a primary point of contact (via phone, email, and chat) for prospective students, guiding them from initial inquiry to enrollment through a clear articulation of WSC's educational and theological distinctives, academic programs, admissions process and financial aid opportunities
- Establish and strengthen relationships with a wide range of alumni, locally, regionally, nationally and internationally; maintain regular communication with alumni via direct contact, phone and email communication, alumni web pages, social media, and print publications
- Manage student information in the Populi SIS database, including data entry, communication tracking, and application processing, and maintain records for all alumni in the Raiser's Edge database
- Manage and execute the prospective student communication flow from inquiry to enrollment, including follow-up email and phone communication, and the mailing of promotional materials, follow-up letters, and admitted student welcome packages
- Manage the processing of all student applications for admission
- Schedule and coordinate prospective student campus visits, including all personal visits and at least three on-campus recruitment events per year
- Plan and execute a recruitment and alumni relations travel schedule, including up to 10-15 college visits and conferences annually in conjunction with regional alumni events and personal visits
- Participate in the development and execution of the recruitment marketing and communication plan, including print and digital promotional materials, website content and WSC social media and content marketing strategies

- Provide resources to future graduates regarding alumni benefits, ministry opportunities, and provide assistance with placement in ministry
- Maintain and oversee the WSC Alumni Association and encourage the active involvement of alumni in support of WSC's recruitment and advancement objectives
- Develop and execute a system to track and report placement information for alumni
- Provide support for other enrollment related projects as assigned by the Vice President for Enrollment Management

Qualifications:

- Bachelor's degree (Master's from a graduate theological institution preferred) plus two or more years of relevant work experience in an office environment, preferably within an academic institution
- Westminster Seminary California graduate preferred
- Excellent customer service, public speaking, interpersonal, and written communication skills coupled with a desire and ability to represent WSC in a positive and professional manner
- An understanding of the Reformed faith and practice and ability to clearly articulate WSC's history, educational and theological distinctives, academic programs, admissions process, and financial aid opportunities
- Strong organizational and time management skills and the ability to work independently to accomplish departmental and organizational goals
- Ability to establish and maintain collaborative working relationships with other members of the staff, faculty, students, and other seminary constituents
- Willingness and ability to travel and perform occasional evening and weekend work as required
- Proficiency in computer software and web applications, including Microsoft Word, Excel, Google Docs, and various social media platforms
- Database management knowledge and experience preferred

To Apply:

Send cover letter and resume to:

Vice President for Enrollment Management
 Westminster Seminary California
 1725 Bear Valley Pkwy
 Escondido, CA 92027

Email: enrollment@wscal.edu

Website: <http://wscal.edu/about-wsc/employment>

Posted

June 19, 2017

Closes:

When Filled