

COLLEGE OF BIBLICAL STUDIES

JOB DESCRIPTION: DIRECTOR OF STRATEGIC ENROLLMENT AND MINISTRY OUTREACH

POSITION SUMMARY

The Director of Strategic Enrollment and Ministry Outreach serves as a key leadership position at the College of Biblical Studies, responsible for developing and implementing comprehensive enrollment strategies with an emphasis on digital marketing and communications (80%) while fostering meaningful connections with local churches, ministries, and faith-based organizations (20%). This position plays a vital role in achieving the college's enrollment goals and expanding its influence through strategic outreach initiatives.

REPORTS TO: President

PRIMARY RESPONSIBILITIES

Digital Marketing and Enrollment Management (80%)

- Develop and execute data-driven, multi-channel digital marketing strategies to attract, engage, and convert prospective students
- Oversee the college's digital presence, including website management, search engine optimization (SEO), social media engagement, and email marketing campaigns
- Implement strategic content marketing initiatives that effectively communicate the college's value proposition and unique biblical perspective
- Manage the college's Customer Relationship Management (CRM) system to track and nurture prospective student relationships throughout the enrollment funnel
- Analyze marketing and enrollment metrics to optimize conversion rates and return on investment
- Collaborate with Director of Public Relations and Communications to ensure brand consistency across all platforms
- Direct the creation of compelling digital content including videos, testimonials, and interactive media for all departments and athletics
- Oversee web development initiatives to enhance user experience and streamline the application process
- Manage digital advertising campaigns across search, social, and display networks

Ministry Outreach and Partnership Development (20%)

- Collaborate with the President's Office and to nurture strategic relationships with local churches, ministries, Christian schools, and faith-based organizations
- Assist Executive Director of Student Success in Developing innovative partnership programs that create enrollment pathways from churches and ministry organizations
- Collaborate with faculty and administration to create community engagement opportunities
- Design and implement outreach programs that advance the college's mission while meeting the needs of partner organizations

- Facilitate connection points between the college and potential students within ministry contexts

QUALIFICATIONS

Required Experience and Education

- Master's degree in theology, Biblical Studies, Divinity, or related field from an accredited institution
- Minimum of 5 years of experience in digital marketing, communications, or enrollment management
- Demonstrated experience in ministry leadership with established connections to church networks
- Proven track record of developing and implementing successful marketing campaigns
- Experience with web content management systems, CRM platforms, and digital analytics tools
- Teaching capability at the undergraduate level in at least one biblical/theological discipline

Preferred Qualifications

- Doctorate in Ministry, Theology, or related field
- Experience in higher education enrollment management
- Background in church or parachurch ministry leadership
- Proficiency with marketing automation platforms and SEO/SEM strategies
- Experience in educational technology and distance learning promotion

Knowledge, Skills, and Abilities

- Deep understanding of biblical principles and commitment to the college's theological position
- Expertise in digital marketing best practices, emerging trends, and analytics
- Strong verbal and written communication skills with the ability to articulate the value of biblical higher education
- Analytical thinking with capability to translate data insights into strategic action
- Project management skills with ability to manage multiple priorities in a fast-paced environment
- Collaborative leadership style with proven ability to work across departments
- Proficiency with Adobe Creative Suite, Microsoft Office, Google Analytics, and social media platforms

SPIRITUAL QUALIFICATIONS

- Mature Christian faith with a testimony of personal commitment to Christ
- Agreement with and ability to articulate the College of Biblical Studies' Statement of Faith
- Active membership in a local church with evidence of ongoing ministry involvement
- Commitment to integrating biblical principles into marketing and outreach strategies

COMPENSATION AND BENEFITS

- Competitive salary commensurate with experience and qualifications
- Comprehensive benefits package including health insurance, retirement plan, and educational benefits

APPLICATION PROCESS

Interested candidates should submit:

- Cover letter expressing interest and alignment with the college's mission
- Comprehensive resume detailing relevant experience
- Statement of faith (1–2 pages)
- Names and contact information for three professional references
- Official transcripts of all college work (unofficial copies acceptable for initial application)

Application Deadline: Open until filled