

## Western Theological Seminary Job Description

<b>Job Title</b>	Admissions Operations Administrator
<b>Department</b>	Admissions Office
<b>Reports To</b>	Director of Admissions
<b>Work Schedule</b>	Full time, 40 hours/week
<b>Date</b>	April 2024

### Summary of Responsibilities

In support of the mission of Western Theological Seminary to “form women and men for faithful Christian ministry and participation in the Triune God’s ongoing redemptive work in the world,” serve as the administrator for all admissions operations and participate in and contribute to the Seminary’s strategic enrollment plan.

### Essential duties and responsibilities (Other duties may be assigned)

- Understand and clearly communicate the mission and distinctive characteristics of the seminary and its admissions procedures.
- Collaborate with various WTS offices in creating efficient and effective admissions processes and communications.
- Manage and maintain the Customer Relationship Management software (CRM) for the admissions department and provide support for all seminary programs as requested by supervisor.
  - Receive and manage inquiries and applications from prospective students.
    - Find and/or verify prospective student contact information from colleges, universities and churches.
    - Initiate invitations and schedule campus visits with prospective students.
    - Manage all admissions processes, forms, and student data in the CRM system.
      - Monitor daily online inquiries and applications. Initiate communication with prospective and applying students based on these reports.
      - Manage and develop workflows and general interactions with prospective and applying students in coordination with the marketing department.
      - Generate reports for admissions representatives.
    - Manage all application files, following FERPA guidelines.
    - Manage and initiate application review for Admissions Review Committee; create, maintain and distribute admissions reports.
  - Coordinate all aspects of the Element 451 database.
    - Ensure accurate and efficient data entry, data integrity, and smooth operation.
    - Monitor database changes; lead implementation and training on new product features.
    - Identify, document, and train best practices to maintain data integrity and security.
    - Provide support to other users.
    - Reconcile database records with other departments.
    - Maintain and troubleshoot database; ensure database security.
    - Conduct regular quality control checks and maintenance.
    - Assist teams in creating and maintaining segments, lists, workflows, and mass communications.
    - Follow up with prospective students in acquiring documents for applications.
    - Answer questions from prospective students about database accounts and software.
- Participate in and contribute to the Seminary’s strategic enrollment plan for each academic year
- Serve as the International Student Admissions Advisor.
  - Serve as WTS representative with NAFSA.

- Remain SEVIS certified and up to date on new laws and regulations.
- Serve as the Primary Designated School Official (PDSO).
  - Responsible for knowing and meeting regulatory requirements
  - Be the primary I-20 issuer for MA, MDiv, and DMin students
  - Maintain visa status compliance for all students on an F visa, including informing them of visa requirements and benefits available for the F visa.
  - Advise and counsel students on F visa related matters.
  - Maintain the Seminary's status as an approved I-20 issuer with the Department of Homeland Security, including completion of the annual report and successful re-designation every two years.
- Greet guests and welcome prospective students to the admissions office.
- Schedule, facilitate, and support all admissions and recruiting events.
  - Work with other WTS offices to schedule events and/or conversations with prospective students.
  - Represent seminary as needed.
  - Manage registrations, travel arrangements and shipping materials.
  - Plan, communicate, coordinate and facilitate yearly Western Showcase Day, including being liaison with WTS staff and applicants.
- Develop marketing tools, brochures, and social media marketing in collaboration with admissions and marketing staff.
  - Order and monitor inventory of promotional items for recruitment.
  - Monitor peer seminary websites.
- Generate, plan, and oversee the work of WTS student Admissions Ambassadors. Supervise any necessary training for this work.

### **Knowledge and Abilities**

- Communicate effectively, both orally and in writing, with clarity, cultural sensitivity, hospitality, and warmth
  - Capacity to clearly communicate the mission and distinctive characteristics of Western Theological Seminary
  - Ability to understand and communicate admissions policies and procedures
  - Honor and maintain confidentiality of all student records
  - Ability to assist with faith-based vocational discernment
- Capacity to manage multiple projects and interruptions with grace and kindness
- Experience with databases, social media marketing, and Microsoft Office Suite
- Ability to creatively assist in development of marketing materials
- Understanding of and appreciation for faith-based education, church structure, and Reformed theological identity

### **Qualifications**

- Demonstrable mature Christian faith and commitment to ministry and service
- Commitment to the mission of WTS and its identity as an institution of theological education
- Bachelor's degree or equivalent experience (business administration and marketing experience preferred).
- Proficient in Microsoft Office Suite, Google suite, database management, and marketing strategy. CRM knowledge not required but a plus.
- Bilingual (English/Spanish) a plus.