

POSITION TITLE

Admissions and Public Relations Officer

SUMMARY

The Admissions and Public Relations Officer is a contract position that is responsible for recruiting prospective students. Establishes and administers programs for targeting, recruitment, and retention of defined groups of students, and visits churches, schools, and conferences to make presentations to groups and individuals. Develops associated programs and marketing materials and is responsible for helping maintain a brand by creating digital content to aid in the success of digital marketing campaigns.

IDEAL CANDIDATE

Do you possess a smiling face, "can do" attitude and teamwork ethic? Do you enjoy a challenge? Does the thought of networking and marketing get you excited? Do you have a knowledge of Berea School of Ministry and enjoy helping church leaders succeed? If so, you just may be the person we are looking for.

DUTIES

1. Visits churches and conferences, speaks to groups and individual students, and meets with church leaders to develop partnerships between Berea School of Ministry and other ministries, coordinates workshops, retreats, and on-site admissions programs.
2. Advises students regarding educational opportunities and options, admission and other requirements, policies and procedures, transfer of credit, and financial assistance, as appropriate.
3. Conducts recruitment and retention calls to promote Berea's services. Verifies admissions documentation is completed and communicates outcomes to the Academic office.
4. Contributes to the institutional database of prospective/potential students.
5. Creates and distributes a range of resource and promotional materials designed for the recruitment and retention.
6. Responds to inquiries from students and external agencies.
7. Develops projects to create digital marketing content, publish digital marketing content online, implement email marketing campaigns, measure digital traffic, and monitor social media and Google Analytics.
8. Performs miscellaneous job-related duties as assigned.

MINIMUM REQUIREMENTS

1. Must be able to communicate in both Spanish and English, both verbally and in writing.
2. Ability to develop and deliver presentations.
3. Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
4. Ability to gather data, compile information, and prepare reports.
5. Ability to travel on occasion outside the metropolitan area.
6. Skill in the use of computerized systems and databases.
7. Ability to design and write promotional material for both print and digital publication.

Job Description 1/19/2023