

Position Title: Assistant Director of Admissions
Supervisor: Director of Enrollment Management
Hiring Manager: Director of Enrollment Management
Category: Administrative Staff, full-time, Exempt

General Summary:

The Assistant Director of Admissions works closely with the Director of Enrollment Management to develop and execute a comprehensive strategic enrollment plan. The Assistant Director leads the operational aspects of recruitment and enrollment, ensuring that the department aligns with the institution's broader mission and strategic goals. This position plays a vital role in managing the enrollment lifecycle from inquiry to matriculation, with a focus on strategic initiatives, process optimization, and collaboration with key internal and external stakeholders to achieve enrollment targets.

Essential Duties and Responsibilities:

- **Strategic Plan Collaboration:**
Collaborate with the Director of Enrollment Management on all aspects of the 2025-2027 strategic plan to attract new learners and increase enrollment, including expanding networks, partnerships, and innovation in recruitment strategies. This includes implementing the goal of increasing full-time enrollment by 10% and part-time enrollment by 50%, as well as enhancing engagement between the enrollment team, Director of Continuing Education, and faculty.
- **Operational Leadership:**
Oversee and optimize the day-to-day management of the enrollment operations, including tracking student inquiries, managing prospect pipelines, and ensuring efficient application processing using the Jenzabar SONIS system (SIS). Collaborate with the Director of Enrollment Management to identify improvements in operational processes and CRM system integration.
- **Recruitment Plan Execution and Oversight:**
Provide leadership in developing, implementing, and executing innovative recruitment strategies that align with the strategic goals of CTU. This includes fostering relationships with dioceses, religious communities, and other institutional partners. Evaluate the effectiveness of these strategies and recommend enhancements to the Director of Enrollment Management. This also includes playing a central role in the planning and execution of an annual Accepted Student Days yield event.
- **Team Leadership and Development:**
Lead and supervise the Admissions Graduate Assistant and other relevant staff members, ensuring alignment with strategic priorities. Foster a collaborative, high-performing team culture that is responsive to the needs of prospective students.
- **Data-Driven Decision-Making:**
Provide ongoing data-informed insights and reports to the Director of Enrollment Management, aiding in decision-making and adjustments to the strategic recruitment and retention initiatives. Leverage enrollment data to forecast trends, optimize resource allocation, and track progress toward strategic goals using the Jenzabar SONIS system (SIS).
- **Public Representation and Relationship Building:**
Serve as a senior representative of CTU at regional, national, and international recruitment

events, strengthening the institution's presence and mission. Identify and cultivate strategic partnerships that align with CTU's mission and vision.

- **Enrollment Process and Policy Development:**

Collaborate on the continuous improvement of enrollment policies and procedures, ensuring they are efficient and in line with CTU's commitment to innovation, student focus, and diversity. Work with key stakeholders, including faculty and the marketing team, to develop content and materials that reflect CTU's values and unique offerings.

Knowledge, Skills, and Abilities Required:

- Bachelor's degree required, Master's degree in higher education, theology, ministry, or a related field preferred.
- Minimum of 5 years of experience in enrollment management or higher education administration, with a strong understanding of strategic enrollment or similar initiatives.
- Experience managing teams, supervising staff, and leading enrollment or similar initiatives at a high level.
- Strong project management skills with the ability to oversee multiple complex initiatives simultaneously.
- Demonstrated capacity for strategic thinking and operational leadership.
- Proficiency with CRM systems and data-driven reporting (experience with Jenzabar SONIS preferred).
- Superior interpersonal, communication, and presentation skills, with the ability to engage diverse audiences and build lasting relationships.
- A collaborative approach and commitment to CTU's mission, values, and goals.

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