Director of Recruitment & Marketing

REPORTS TO President of Valley Creek College
CLASSIFICATION Full Time, 40 - 45 hours/week
EXEMPTION Ministerial Exception

POSITION SUMMARY

The role of the Director of Recruitment and Marketing is to advance the vision of Valley Creek College by developing and implementing recruitment strategies to attract and enroll prospective students. The role combines marketing efforts with admissions and recruitment, focusing on creating a positive image of the college and ensuring a strong pipeline of qualified applicants.

GIFT BASE

- Strategic
- Creative
- Innovative
- Relational
- Collaborative

ROLE REQUIREMENTS

- A passion for following Jesus and unity with the vision of Valley Creek
- Ability to manage multiple tasks, prioritize responsibilities, pay attention to details, and meet deadlines effectively
- Strong written and verbal communication skills
- Strong networking and relationship building skills
- Strong grasp of print, digital, and social media marketing

ROLE RESPONSIBILITIES

- Develops and executes a recruitment and marketing plan that increases awareness of the college, generates leads, and helps to achieve yearly enrollment goals.
- Analyzes metrics and stays current on industry standards and trends in order to refine strategies and increase effectiveness of recruitment and marketing efforts.
- Partners with the Director of Admissions and Enrollment to ensure a smooth transition from prospective to enrolled student.
- Assists in the planning and execution of preview days, campus visits, college fairs, and other college events.
- Partners with the Valley Creek Comm and Creative teams in advancing marketing strategy, campaign ideation, and brand awareness while managing end-to-end creative deliverables, copywriting, and project execution.
- Leads a Valley Creek Circle – responsible for the spiritual guidance and discipleship of people in the church.
- This is not an exclusive list of responsibilities; other tasks may be assigned according to ministry needs.

WORK HOURS

- Typical work hours are Monday-Friday, 8:30am to 5pm. Occasional weeks are Sunday-Thursday, 8:30am to 5pm.
- Required to work during all worship experiences on Christmas Eve and Easter, as well as other college and church-related events outside of normal working hours.