

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Assistant Director of Graduate
and Online Recruitment

Department: Enrollment Management

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose:

Oklahoma Baptist University (OBU) seeks a dynamic, creative, and mission-driven professional to serve as the **Assistant Director of Graduate and Online Recruitment**. This role is responsible for managing the admissions process for all graduate and online degree programs and plays a key role in shaping recruitment strategy, building partnerships, and growing programmatic enrollment. This position also supports university partnerships for allied health programs, assists in marketing efforts, and contributes to the development of innovative recruitment pathways.

Essential Functions:

- Manage the full admissions process for all graduate and online applicants—from inquiry to enrollment—including application review, communication, and decision coordination.
- Strong attention to detail and accountability in completing tasks and follow-ups assigned within the CRM system in a timely and efficient manner. Responsible for moving students through the funnel from inquiry to enrollment.
- Collaborate closely with academic program directors, faculty, and staff to ensure a seamless admissions experience aligned with program goals.
- Assist in developing and executing strategic marketing and communication plans in collaboration with the Marketing and Communications Office.
- Analyze enrollment trends and generate regular reports to inform decision-making and measure progress toward recruitment goals.
- Represent OBU at virtual and in-person recruitment events, including graduate fairs, professional conferences, and information sessions.
- Develop creative, new pathways for graduate and online program growth, including articulation agreements, community partnerships, and non-traditional recruitment pipelines.

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

- Support the implementation of CRM strategies and maintain accurate applicant records.
- Proven ability to work collaboratively across departments, particularly with academic program directors, faculty, and support staff, to ensure alignment between recruitment goals and academic offerings.
- Ability to design and implement new processes and systems that enhance the recruitment and admissions experience for prospective students.

Required Qualifications:

- Bachelor's Degree
- Knowledge of personal service principles, including marketing strategies, human behavior, and motivation techniques.
- Ability to communicate information clearly and effectively, both orally and in writing.
- Strong interpersonal skills, with the ability to build relationships and motivate prospective students.
- Excellent follow-up and organizational skills to ensure effective communication with internal and external parties.
- Ability to work independently and as part of a team in a fast-paced environment.
- High standards of professionalism, conduct, and appearance.
- Strong analytical and problem-solving skills.
- Knowledge of guest experience satisfaction and best practices in student recruitment.
- Must have sufficient mobility and physical stamina to walk across campus for office visits and campus tours.
- Proficiency in personal computers, software applications, and standard office equipment.
- Ability and willingness to travel extensively (50% or more) to high schools, churches, and recruitment events.

Preferred Qualifications:

- Degree in marketing, public relations, journalism, or a related field.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by GuideStone. There are numerous other perks and opportunities for OBU employees including a FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.