

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Regional Admissions Associate

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: The Regional Admissions Associate supports the university's student recruitment efforts within the Dallas-Fort Worth region by working alongside the assigned Admissions Counselor to build relationships, engage prospective students and families, and expand the university's presence throughout the territory. This position serves as an extension of the Admissions team by assisting with recruitment travel, relationship management, communication initiatives, and administrative support activities.

The Territory Recruitment Associate plays an important role in helping prospective students navigate the college search process while promoting the mission, values, and educational opportunities of Oklahoma Baptist University. This position requires a flexible, relationship-oriented individual who enjoys interacting with students, families, churches, schools, and community partners while also supporting territory management through clerical and operational tasks.

Essential Functions:

- Represent Oklahoma Baptist University at college fairs, church events, high school visits, community events, and recruitment activities throughout the Dallas-Fort Worth region.
- Assist the assigned Admissions Counselor in executing recruitment strategies designed to increase inquiries, applications, campus visits, and enrollment.
- Meet with prospective students and families to share information about OBU's academic programs, student life, admissions process, scholarships, and mission.
- Develop and maintain positive relationships with youth pastors, church leaders, school counselors, homeschool groups, and community influencers within the territory.
- Conduct follow-up communication with prospective students, parents, and key partners through phone calls, text messages, email, and in-person interactions.
- Support yield activities by encouraging admitted students to take next steps toward enrollment and helping them stay connected to OBU.
- Assist with territory-specific events, receptions, information sessions, and recruitment initiatives.

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- Serve as a local representative of the university when opportunities arise that require an in-market presence.
- Maintain regular communication with the assigned Admissions Counselor regarding territory activities, student interactions, and relationship development efforts.
- Assist in coordinating travel schedules, recruitment events, and outreach efforts within the territory.
- Support the management of prospective student records and communication efforts within the university's CRM system.
- Complete data entry, event preparation, mailing projects, territory research, and other administrative tasks that support recruitment goals.
- Maintain and distribute admissions and marketing materials throughout the territory.
- Help identify opportunities for new partnerships and outreach initiatives that align with enrollment objectives.
- Compile reports and provide updates regarding recruitment activities, contacts, and territory engagement.
- Assist with campus visit programs and special events when requested.
- Demonstrate a commitment to the mission and Christian values of Oklahoma Baptist University.
- Maintain confidentiality of university, student, and departmental information.
- Represent the university professionally in appearance, communication, and conduct.
- Perform other duties as assigned.

Required Qualifications:

- 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.

Education:

Required: Bachelor's degree.

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

Physical Requirements:

- 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.

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- Ability and willingness to travel extensively (50% or more) to high schools, churches, and recruitment events.

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.
- Please apply using the link for “Support Staff Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>