

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Director of Enrollment Marketing
and Digital Strategy

Department: Marketing and
Communications

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 Director of Enrollment Marketing and Digital Strategy leads integrated marketing strategies supporting enrollment growth across undergraduate, graduate, online, and non-traditional programs. Serving as the primary liaison between Marketing and Communications and Enrollment leadership, the director develops data-informed campaigns that strengthen awareness, generate prospective student engagement and increase conversion throughout the enrollment funnel. The position leads campaign strategy, content planning, paid and organic digital marketing, search visibility and performance analytics in alignment with institutional enrollment goals and the OBU brand.

Essential Functions:

1. Own and lead the Enrollment Growth and Recruitment Marketing Pillar within the Marketing and Communications Strategic Plan, providing strategic direction and accountability for implementation and success measurement.
2. Lead the planning and execution of comprehensive, integrated, multichannel enrollment marketing strategies for undergraduate, graduate, online, and non-traditional programs in coordination with the AVP for Marketing and Communications and Enrollment and Academic leadership.
3. Serve as the central MarCom liaison for Admissions leadership, aligning campaign priorities with institutional growth goals.
4. Ensure consistent brand positioning and messaging across enrollment-related communications.
5. Lead SEO, content optimization, AI-powered search visibility, landing page strategy and website conversion optimization in collaboration with the Web Development Manager.
6. Develop and manage paid media strategies and budgets -- including Google Ads, social media advertising, retargeting and emerging digital platforms -- monitor expenditures and performance, and recommend resource allocations in collaboration with the AVP for Marketing and Communications.

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7. Collaborate with enrollment teams to develop audience segmentation and personalized messaging strategies for traditional undergraduate, transfer, graduate, adult and online student populations.
8. Lead the development of high-impact, brand-aligned enrollment marketing content and creative assets for social media, landing pages, advertising and recruitment publications in collaboration with MarCom and Admissions teams.
9. Ensure all enrollment marketing materials reflect OBU's Christ-centered mission, academic excellence, and distinctive campus experience.
10. Establish campaign objectives, key performance indicators and measurement frameworks using web analytics, advertising metrics, attribution data and enrollment-funnel data.
11. Analyze results, report findings to MarCom and Enrollment leadership, and recommend adjustments to campaigns, conversion strategies and paid media investments.
12. Partner strategically with Admissions, Financial Aid, academic leadership and other university stakeholders to align enrollment marketing priorities with institutional goals, brand strategy and production workflows.
13. Manage relationships with marketing agencies, media partners and other external vendors, ensuring alignment with university goals, brand standards, budgets and performance expectations.
14. Ensure enrollment marketing content and campaigns comply with university policies, brand standards, accessibility requirements, data-privacy expectations and applicable advertising and higher education regulations.

Other Duties:

- Assist with major university events and special projects.
- Serve on university committees as assigned.
- Perform other duties as assigned.

Required Qualifications:

- Ability to manage multiple priorities and deadlines in a collaborative, fast-paced environment.
- Ability to lead complex, cross-functional initiatives and build productive relationships with leaders, campus partners and external vendors.
- Strong understanding of enrollment funnels, prospective student decision journeys, audience segmentation and conversion strategy.
- Ability to translate complex marketing and enrollment data into clear findings and actionable recommendations.

Education:

Required: Bachelor's degree in Marketing, Communications, Business, or a related field.

Preferred: Master's degree in Marketing, Communications, Business, or a related field.

Experience:

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- Required: 5–7 years of progressively responsible experience in marketing and communications, preferably including higher education enrollment marketing.
- Demonstrated experience developing and leading integrated multichannel digital marketing strategies, including paid media, audience targeting, conversion optimization and campaign performance measurement.
- Demonstrated experience using analytics, performance metrics and attribution data to evaluate effectiveness, inform strategic decisions and improve results.
- Demonstrated experience developing and implementing SEO strategies, including technical SEO, content optimization, keyword and search-intent research, performance measurement and optimization for AI-powered and generative search experiences.
- Exceptional written and verbal communication, presentation and organizational skills.

Technology Proficiency:

- Web analytics, search-performance and tag-management platforms, including Google Analytics 4, Google Search Console and Google Tag Manager.
- Digital advertising platforms, including Google Ads and Meta Ads Manager.
- SEO and AI-search visibility platforms, such as Semrush or comparable platform.
- Data visualization and reporting platforms, such as Looker Studio.
- Website content management systems, such as Cascade CMS.
- Project management software, such as Wrike.
- Working knowledge of CRM and enrollment marketing automation platforms, such as Slate.
- Microsoft 365, particularly Word, Excel and PowerPoint.
- Working knowledge of Adobe Creative Cloud.

Physical Requirements:

- Ability to sit or stand for extended periods.
- Occasional lifting up to 25 pounds.
- Occasional evening or weekend work for university 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 “Administrative Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>

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 life insurance that includes accidental death and dismemberment equal to an employee’s base salary. OBU provides

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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 Guide Stone. There are numerous other perks and opportunities for OBU employees including 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.