

OKLAHOMA BAPTIST UNIVERSITY
POSITION DESCRIPTION

Director of Graduate and Online Programs

Department: Graduate Programs

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.

Core Commitments

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

- *Commitment to the essentials of the Christian faith*
- *Commitment to the vision and mission of Oklahoma Baptist University*
- *Commitment to active membership in a local evangelical church*
- *People are treated with dignity and respect*
- *Relationships are built on honesty, integrity, and trust*
- *Excellence is achieved through teamwork, leadership, and a strong work ethic*
- *Efficiency is achieved through wise management of human and financial resources*

Overview

The Director of Graduate Programs provides immediate and ongoing communication with prospective students for graduate and non-traditional programs. The Director collaborates with program directors and student services coordinators to ensure all areas are informed and operating efficiently and effectively. A combination of an internal and external-facing role, the Director will develop external relationships to open pipelines into the graduate and non-traditional programs of OBU through office visits, community events, fairs, other recruitment events, and incoming information requests and applications.

Job Role and Responsibility

- Provide oversight to daily operations of graduate and online programs
- Provide enrollment counseling and file management from point of inquiry until program acceptance
- Liaise with graduate program directors, student services coordinators, and deans for admissions
- Serve as an external corporate and community relations contact on behalf of the graduate and non-traditional programs, and Oklahoma Baptist University, developing strong pipelines into programs and new relationships and partnerships for the university
- Communicate degree options and admissions requirements to prospective students, clearly outlining next steps
- Create and manage communications flow with prospective students
- Provide guidance to OBU's Marketing and Communications, deans, and program directors to develop appropriate marketing strategies for graduate programs including digital marketing, print material, and face to face events

- Collaborate across a matrix of student services, program directors, deans, and other university teams to provide extra-mile services for prospective and current students
- Attend and present information to prospective students at information sessions, Bison Connections luncheons, corporate and community visits, and college and career fairs
- Perform other duties as assigned by the Vice President of Enrollment Management
- Travel is required within recruitment region

Knowledge and Skills Required

- Able to provide empathy, clear communication, and patience with coworkers, prospective students, and current students with exceptional follow-up skills for closing communication loops
- Able to establish and maintain effective working relationships with others internal and external to OBU
- Able to be highly organized and focused with the capacity to be flexible when priorities suddenly change
- Possess high standards of conduct, integrity, appearance, and attitude
- As a self-starter, able to work alone with little supervision or contributing meaningfully as part of a team
- Able to think clearly and maintain composure under high pressure situations when time is a factor
- Possess strong leadership capabilities and capacity
- Able to be thorough, factual, and precise in communications
- Possess personal traits such as a strong work ethic, competitiveness, personal integrity, emotional intelligence, and a sense of humor
- Possess evidence of lifelong learning and professional growth
- Possess competency using Microsoft 365
- Proficient with standard office equipment including VOIP phones and other office machines
- Possess broad knowledge and understanding of marketing, communications, and public relations principles
- Ability to successfully meet deadlines, achieve enrollment goals, prioritize workload, and handle multiple tasks simultaneously
- Ability to maintain confidentiality of student records and information
- Possess excitement for higher education, particularly graduate education

Qualifications, Experience and Education

- **Required:** Bachelor's degree in communications, marketing, public relations, business, or related field
- **Preferred:** Master's degree in business, marketing, public relations, journalism, or a related field
- **Preferred:** Successful experience working in recruitment, marketing, or student services

Special Requirement: Active membership in a local, evangelical Christian church