

Position Description

Job Title: Event and Program Development Specialist
Department: Admissions
Report to: Interim Director of Admissions
FLSA Status: Non-Exempt
Date: March 13, 2024
Remote: No

Summary: The Event and Program Development Specialist, through faithful service to accomplish the mission of Kuyper College, is responsible for executing event coordination, program development, data and reporting analytics, and recruitment activities.

Essential duties and responsibilities include but are not limited to:

Event Coordination:

- Plan, coordinate, and execute admissions events, including but not limited to, Kuyper Experience Days, Orientation Events, Transfer Nights, and Individual Visits.
- Collaborate with various departments to ensure seamless logistics for events, including Facilities, Academic Office, Student Development, Food Service, and Marketing.
- Manage event budgets, track expenses, and ensure cost-effective solutions.

Program Development:

- Develop innovative and engaging programs surrounding Enrollment Pipelines to attract prospective students and promote Kuyper College's unique offerings.
- Create interactive workshops, presentations, and activities to showcase academic programs, campus life, and campus resources.
- Collaborate with faculty, staff, and students to develop content that highlights the distinctive features of Kuyper College.
- Cultivate relationships with high schools, churches, community organizations, and other stakeholders to increase awareness of Kuyper College and its programs.
- Serve as a liaison between the Admissions Office and external partners to coordinate collaborative events and initiatives.

Data Analysis and Reporting:

- Utilize data analytics, surveys, and reporting tools to track event attendance, evaluate program effectiveness, and identify areas for improvement.
- Generate reports and analysis to inform decision-making and strategic planning related to recruitment and admissions efforts.

Recruitment Initiative:

- Manage an admissions counseling/student recruitment territory with specific contact and recruitment goals.
- Attend special events to build Kuyper's visibility, develop relationships, and recruit students. The nature of the duties could require some overnight, weekend, and evening hours.
- Counsel prospective students and parents regarding the general college search process, all aspects of college life, and the Kuyper College admissions and financial aid process.
- Maintain and accurately record regular contact with prospective students and parents.

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- Maintain current knowledge of Kuyper programs, activities, and opportunities and effectively communicate these to prospective students and parents.
- Uphold the NACCAP (North American Coalition for Christian Admissions Professionals) Principles of Good Practice.
- Other duties as assigned.

Education and/or Experience: Bachelor's degree; 1-2 years of experience in higher education, sales, public relations, or event planning preferred.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- **Organizational Skills:** excellent organizational skills to manage multiple tasks, timelines, and resources effectively.
- **Attention to Detail:** strong attention to detail to ensure that all aspects of an event or program are well-planned and executed.
- **Communication Skills:** strong verbal and written communication skills.
- **Creativity:** creativity in designing and executing engaging events, effectively recruiting students, and implementing new programs.
- **Problem-solving Skills:** the ability to anticipate potential issues and quickly address them as they arise.
- **Ability to work independently and as part of a team:** the ability to work as part of a team to collaborate with others and provide leadership in delegating tasks and motivating team members. This position also requires the ability to work independently to manage a recruitment territory.
- **Customer Service Orientation:** the ability to provide excellent customer service to prospective students and their families by being responsive to inquiries, providing accurate information as scheduled, and offering support throughout the admissions process.
- **Networking Skills:** building and maintaining positive and productive relationships with internal and external partners.
- **Proficient with Technology:** familiarity and proficiency with project management tools, Microsoft Office, Google Suite, and an ability to quickly learn a Data Management System.

Other Attributes:

- Self-motivation
- High energy
- Ability to effectively interact and work with all people
- Ability and desire to understand Kuyper College
- Enthusiastic supporter of Christian higher education, ministry-focused Christian leadership, and the goals of Kuyper College

Interested candidates, please apply at HRapplications@kuyper.edu

THANK YOU FOR YOUR INTEREST IN KUYPER COLLEGE!

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