

Enrollment Officer/ Recruiter



**ALBERTA
BIBLE
COLLEGE**

Job Description: The ABC Enrollment Officer/Recruiter identifies, engages, and guides prospective students through the ABC'S admissions process. This role serves as a primary ambassador for the college, building relationships with prospective students, churches, youth ministers, and community partners while clearly communicating the mission, programs, and spiritual distinctives of the college.

Curating a Culture of Recruiting

The Enrollment Officer/Recruiter is responsible for creating and maintaining a culture of recruiting as core to ABC's identity and activities. As such, this role

- Guides interested people move through a disciplined process from being a prospective student to being a student who recruits others.
- Fosters an institutional environment of recruiting for the entire ABC community.
- Contributes to retention efforts by helping students make a smooth transition from applicant to enrolled student and by being a member of the Retention Committee.
- Has a clear focus on results.

Key Responsibilities

Develop and execute student recruitment strategies for both College and Professional Adult Christian Education (PACE) modalities, as documented in ABC's Comprehensive Enrollment Plan and in accordance with the standards of the Association of Biblical Higher Education (ABHE).

- Building the inquiry pool to meet student mix goals, through advertising, networking, being where prospective students are, etc., i.e., manage the prospect funnel.
- Track recruitment activity, inquiries, applications, and enrollment trends using an enrollment management system or CRM.
- Set specific goals: re: enrollment numbers, admissions calendar (deadlines), mix of students, etc.
- Contact proactively prospective students by phone, email, text, and in person to encourage inquiry, application, and enrollment.
- Guide applicants through admissions steps, including follow-up on incomplete applications and prospect's next steps.
- Assist with campus visits, preview days, student interviews, and other admissions events; Represent the college at church visits, school fairs, conferences, ministry events, and campus-hosted recruitment activities.
- Daily focus on results, minute by minute focus on disciplined process; weekly results meetings with President and Enrollment/Marketing team, as applicable).
- Build and maintain relationships with churches, pastors, youth leaders, schools, and ministry organizations, as outlined in ABC's Comprehensive Enrollment Plan.

Qualifications

- The ideal candidate is relational, organized, and enthusiastic about Christian higher education.
- A committed Christian faith and in alignment with the mission of a Bible college (as demonstrated by signing ABC's confessional documents).
- Excellent interpersonal, communication, and relationship-building skills.

- Ability to speak confidently about biblical education, spiritual formation, and vocational ministry preparation
- Experience in recruitment, admissions, sales, student services, ministry, or a related field preferred; knowledge of ABHE's Standard regarding recruiting is desired.
- Strong organizational skills and attention to detail.
- Ability to work independently, manage multiple priorities, and meet enrollment goals.
- Comfort using email platforms, CRMs, spreadsheets, and basic digital communication tools.
- A bachelor's degree preferred; equivalent experience may be considered.

Working Conditions

This position may require occasional evening and weekend work, as well as local travel for recruitment and church relations. The role involves both office work and public-facing engagements.

Compensation

Salary and benefits will be commensurate with experience and organizational capacity.

Application Process

Interested candidates should submit a résumé, cover letter, and references to president@abccampus.ca.

Reports To:	President
Works with:	Marketing and President's Cabinet
Supervises:	Enrollment Coordinators (as applicable)