



Online Enrollment and Engagement Specialist

Kentucky Wesleyan College, a private, liberal arts college with a long-standing reputation for quality and academic excellence, invites applications for a full-time Online Enrollment and Engagement Specialist to join our community and to lead the student recruitment and enrollment efforts for online learning and programs. This position is a hybrid position, working on campus two to three days per week and remotely the other days.

Major Responsibilities

- Develop and implement a comprehensive recruitment plan for the online program, including but not limited to researching potential sources for recruitment, conducting a communication campaign, providing information about the College, and assessing the recruiting plan's effectiveness and revising accordingly.
- Advise online students regarding initial degree requirements and College policies and procedures.
- Serve as a resource and liaison for remote students to assist them with connections to other offices, personnel, and information.
- Explore, research, and investigate new online academic programs and niche markets to increase the College's online student offerings.
- Partner with Financial Aid to ensure online students receive necessary estimates and information related to affordability in a competitive timeframe.
- Coordinate with other departments to improve administrative coordination for online initiatives.
- Manage Online Student Orientation strategies to ensure effective onboarding of online students.
- Utilize the customer relationship management (CRM) system to assist with the student enrollment process and to monitor progress on goals and objectives.

Qualifications

- Bachelor's degree.
- At least two years of higher education admissions experience. Previous experience in online admissions is preferred.
- An appreciation of and commitment to the value of a liberal arts education.
- Excellent interpersonal communication skills with the ability to successfully and meaningfully interact remotely with students.
- Significant technical and computer skills (MS Office and social media) and the ability to assist remote students with navigation issues.

- Ability to work collaboratively as well as independently and with a high level of accountability.
- Organizational and management ability, high energy, and creative initiative.
- Ability to think critically and solve complex problems.

Compensation and Benefits

This full-time position offers a comprehensive benefits package, including the following:

- Insurance – health, dental, vision, supplemental
- Life insurance at no cost to the employee
- Paid time off – 27 days per year
- Paid holidays - 20 days per year
- Retirement plan
- Free tuition at KWC after one year plus tuition arrangements with hundreds of other colleges and universities

This position is an exempt position and will be paid on a salary basis. The salary amount will depend on applicable work experience.

As Kentucky Wesleyan is a not-for-profit institution, employees may be eligible for loan forgiveness under the Public Service Loan Forgiveness Program of the US Department of Education.

Application Process

To apply, please complete the online application at <https://kwc.edu/application-for-employment/>. As part of the online application, please attach a file that contains a cover letter, current resume, and contact information for three professional references.

Review of application materials will begin on August 12 and will continue until the position is filled. An official transcript for the highest degree awarded will be required of the hired candidate, as will a background check. The College will not sponsor applicants for work visas.

Kentucky Wesleyan College is an equal opportunity employer and is committed to attracting qualified candidates from underrepresented groups.

Additional Information

About Kentucky Wesleyan College

Kentucky Wesleyan College is a private, four-year liberal arts institution located in the vibrant city of Owensboro. A United Methodist-related college founded in 1858, Wesleyan is known for excellence in academics and a superior residential experience. Kentucky Wesleyan College has been consistently ranked by U.S. News & World Report as one of the Best Regional Colleges in the South and one of the Top Performers in Social Mobility in the South. The Princeton Review has also recognized KWC as a “Best in the Southeast” college for several consecutive years.

Kentucky Wesleyan students can choose from 29 majors and 13 pre-professional programs. Classes have a 13-to-1 student-faculty ratio, and 88 percent of the faculty have a Ph.D. or terminal degree. The College is accredited by the Southern Association of Colleges and Schools Commission on Colleges.

The Kentucky Wesleyan Panthers compete in NCAA Division II and are charter members of the Great Midwest Athletic Conference. Athletic teams include baseball, basketball, football, golf, soccer, softball, tennis, volleyball, and wrestling.

The College employs approximately 200 faculty and staff who work together on a single campus. Kentucky Wesleyan provides a challenging and supportive academic experience for students and a positive and stimulating work environment for employees.

A hallmark of the Kentucky Wesleyan experience includes “The Wesleyan Way” which guides our community:

- We do everything with honor.
- We always support each other.
- We will compete with integrity.
- We love each other in Christ.

Kentucky Wesleyan College values the unique contributions of all members of our campus community. As part of our mission to prepare future leaders intellectually, spiritually, and physically, we strive to provide an atmosphere that encourages and challenges all members of the Kentucky Wesleyan College campus community to exhibit an understanding and appreciation of cultural and human differences. We are committed to being a community that reflects the diversity of our larger society. We expect all members of our institution to actively create and maintain an inclusive learning and living environment that embraces diversity in all forms, including race, ethnicity, gender, gender identity, socio-economic status, national origin, sexual orientation, disability, religion, and thought.

About Owensboro, KY

Kentucky Wesleyan College is located in the hospitable city of Owensboro, Kentucky, a vibrant, beautiful, and safe city nestled on the banks of the Ohio River. Owensboro is small enough to promote a hometown atmosphere yet large enough to support many amenities usually only available in much larger cities. Daviess County is home to 110,000 residents and is easily accessible from metropolitan locations such as Louisville, KY; Nashville, TN; and St. Louis, MO.

Owensboro’s revitalized downtown area features a state-of-the-art convention center, several new hotels, and a range of entertainment options with unique restaurants and shops. Twenty-five parks, totaling 953 acres, encircle the city, which hosts over 20 annual festivals – attracting visitors from throughout the region.

Suggested Websites

Additional information about Kentucky Wesleyan College, the Panthers, and the Owensboro community may be found at:

- <https://www.kwc.edu/>
- <http://www.kwcpanters.com/>
- <http://www.owensboro.org/>
- <https://edc.owensboro.com/>
- <https://visitowensboro.com/>