



## Job Description

# Program Director of Youth Engagement

**Supervisor:** Executive Director of Admissions and Student Services

**Job Classification:** Half-time, exempt, administrative faculty

### **General Description**

The program director of youth engagement is responsible for the planning and implementation of vibrant, educational programming for youth events. The program director will demonstrate excitement and enthusiasm in individual and group situations overseeing direct contact with prospective participants, working to ensure robust program enrollment while enacting agreed-to recruitment and marketing strategies. This position requires broad travel within the United States.

### **Responsibilities**

- Work collaboratively with the executive director of admissions and student services to create a robust recruitment and marketing strategy and timeline for youth programs such as Explore Your Call and Immerse! that will reflect Bethany's interest in increasing the diversity of participants.
- Execute recruitment and marketing plans and strategies.
- Increase prospective participant referrals through direct and relational contacts by strengthening existing relationships with Church of the Brethren congregations, districts, camps, youth groups, etc.; obtaining and using mailing lists, as allowed, from events such as National Junior High Conference and National Youth Conference; and initiating connections and building relationships with prospective participants beyond the Church of the Brethren.
- Work with marketers and graphic designers to design materials, both printed and digital, to advertise and communicate plans for the programs.
- Use social media and electronic communication to reach prospective participants and those who refer prospective participants.
- Maintain and update website information in direct relation to these programs.
- Assist prospective participants from initial contact to program application by carrying major responsibility for the application process, including gathering and reviewing applications and determining acceptance in collaboration with the executive director.
- Plan and implement vibrant educational programming for youth events such as Explore Your Call and Immerse!, including but not limited to
  - planning and overseeing all program logistics;
  - seeking input to create themes and learning objectives;
  - securing or creating appropriate curriculum content needed to meet learning objectives;
  - coordinating and securing leadership for events;
  - coordinating and securing locations for events;
  - caring for liability issues by securing appropriate background checks and insurance;
  - making necessary travel arrangements for events;
  - evaluating and assessing each event, making appropriate improvements; and
  - caring for other program details as needed.

- Update and maintain the admissions database with names of prospective participants both as an effective tool for youth program recruitment and as a tool for future Bethany recruitment.
- Outline, manage, and project a budget for each youth program in consultation with the executive director.
- Work with Lilly Endowment, Inc. and other sources to secure grant funding.
- Represent Bethany in the Brethren Higher Education Association, in the role of the conveyer.
- Other duties as assigned.

#### **Committee Assignments/Meeting Attendance**

Weekly and monthly admissions meetings

Faculty meetings as requested

Other committees or meetings as assigned

Church of the Brethren Annual Conference

Brethren Higher Education Association

#### **Minimum Qualifications**

- Admissions experience and an MDiv or an MA in a theological field is preferred; a bachelor's degree with admissions experience is acceptable.
- Affinity with the values and mission of the Seminary is required and an understanding of the Church of the Brethren, in the Anabaptist-Pietist tradition, is preferred.
- Multicultural competency and the ability to communicate and interact with potential participants and with individuals at all levels of denominational and educational structures are required.
- A collaborative working style is required.
- Strong oral and written communication skills are required.
- Use of active listening and discernment skills is required.
- Command of computer software necessary to accomplish above duties is expected.
- Ability to use social media and electronic communications is expected.

#### **Required Relationships**

Internal and external constituents

#### **Direct Reporting Positions**

Federal Work-study students as needed

#### **Work Conditions**

Office setting in Bethany Center in Richmond, Indiana

Significant travel as needed to accomplish objectives

Approximately twenty to twenty-five hours per week

#### **Physical Requirements**

Use a computer and communicate clearly

Plan and independently travel via car, bus or plane

Hold a valid driver's license and have a good driving history

Set up displays and handle boxes of admissions materials (up to fifty pounds)