

### Job Description

<b>Position Title:</b>	Church Relations & Enrollment Engagement Manager		
<b>Business Unit:</b>	Enrollment & Admissions	<b>Status:</b>	Full-Time Exempt (Salaried)
<b>Reporting to:</b>	Vice President for Enrollment	<b>Salary Range:</b>	TBD

<b>Background:</b>	<p><u>University Overview</u> Founded in 1893, Southwestern Adventist University is a 501(c)(3) faith-based institution located in Johnson County, Texas. As the only four-year degree-granting university in the county, Southwestern Adventist University is an important community stakeholder that links education with action by building knowledge, increasing faith, and providing service.</p> <p><u>University Vision</u> Southwestern Adventist University seeks to be a community that supports academic, spiritual, physical, and emotional wholeness encouraging all members to find their purpose and lead lives of service.</p> <p><u>University Mission</u> The University's Mission statement is "Inspiring knowledge, faith, and service through Christ-centered education."</p>
<b>Position:</b>	The Church Liaison is an active member of the Office of Enrollment and manages an assigned territory for churches. Through articulating the University's mission and vision, they are able to communicate the culture of campus life to prospective students. He or she ensures that recruiting goals are met by identifying students that are in the Adventist churches, but do not attend an academy and assist them in moving through the recruitment process from inquiry, applications, acceptances and enrolled students are met.
<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Establish and maintain positive, respectful relationships with churches in the community for mutual benefit. Assists the Director of Dining Services with daily task coordination and acts as the Director's designee when the Director is out of the office.</li> <li>• Build relationships with pastors in the Southwestern Union by sharing information on SWAU events and staying informed about church activities. Manage front-office correspondence, answer inquiries from students, staff, and vendors.</li> <li>• Serve as the point of contact for promoting church events—including Team Leadership Training, Pathfinders, and camporee opportunities—to the Vice President for Enrollment.</li> <li>• Organize and lead SWAU student teams to visit and participate in church events on weekends.</li> <li>• Maintain consistent communication with church leaders through email, phone, text, social media, and in-person visits.</li> <li>• Submit a monthly report detailing church contacts and trips completed.</li> <li>• Work closely with the Advancement Office on camp meeting events requiring Enrollment Office support.</li> <li>• Support recruiting initiatives within and outside the Southwestern Union.</li> <li>• Collaborate with Enrollment Counselors to follow up on leads obtained from events</li> <li>• Assist with campus tours and guest hosting when available.</li> <li>• Stay informed about the University's academic, spiritual, recreational, social, and extracurricular calendar to share with churches as a means of building engagement.</li> <li>• Communicate effectively with diverse audiences, tailoring messages appropriately</li> <li>• Build and maintain strong cross-functional relationships with other campus departments.</li> <li>• Demonstrate in-depth knowledge of university admission requirements and the application process.</li> <li>• Collaborate with the Student Financial Aid team to ensure accurate and current information is communicated to prospective students.</li> <li>• Maintain proficiency in University CRM systems.</li> <li>• Attend activities and events, often during evenings and weekends.</li> <li>• Travel within and outside the state up to 70% annually.</li> <li>• Supervise various student workers.</li> </ul>

<b>Primary Requirement:</b>	Must have strongly expressed a commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church, be a member of the Seventh-day Adventist church in good and regular standing, and have a desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere.
<b>Knowledge, Skills &amp; Abilities:</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree preferred.</li> <li>• At least 1 year of experience in Sales and Customer Service.</li> <li>• Valid Driver's License with a good driving record.</li> <li>• Strong understanding of higher-education enrollment practices, recruitment pipelines, and retention strategies.</li> <li>• Knowledge of admissions processes, financial aid basics, and factors influencing student decision-making</li> <li>• Knowledge of FERPA, Title IX, and basic compliance needs within a campus setting.</li> <li>• Familiarity with church dynamics, particularly within the Seventh-day Adventist faith community.</li> <li>• exceptional verbal and written communication skills; comfortable speaking to large audiences (e.g., congregations, parent groups, prospective students).</li> <li>• Strong interpersonal ability to engage with individuals from diverse backgrounds and age groups with professionalism, empathy, and authenticity.</li> <li>• Skilled in storytelling and presenting the University's mission and value in a compelling way.</li> <li>• Ability to plan, coordinate, and execute enrollment and church engagement events on campus and at off locations.</li> <li>• Strong organizational skills with attention to detail, time management, and follow-through.</li> <li>• Problem-solving, adaptability, and creative thinking in developing new strategies to strengthen enrollment and church engagement.</li> <li>• High degree of professionalism, discretion, and integrity in handling sensitive or confidential information</li> </ul>
<b>Work Conditions &amp; Environment:</b>	<p><b>Job Conditions:</b> This position is primarily based on campus in an office environment, with regular interaction across academic, administrative, and spiritual life departments. The role requires a professional presence at university events, church services, and community functions, both on and off campus.</p> <p><b>Occasional:</b> Enrollment support during registration of students.</p> <p><b>Environment:</b> The role involves close collaboration with Enrollment, Advancement, Marketing, Faculty, and Spiritual Life teams, as well as with pastors, church leaders, alumni, and prospective students.</p> <p><b>Work Hours:</b> Standard University business hours apply; however, evenings and weekends will be required to support enrollment events, church visits, student programming, and special initiatives. Flexibility in scheduling is essential.</p> <p><b>Physical Requirements:</b> Must be able to lift and carry up to 20 lbs. and perform physical tasks such as sitting, walking, typing, and standing for extended periods.</p> <p><i>The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.</i></p>

***This job description is not intended to be complete or limiting – the role will require a proactive and flexible approach to be successful.***

Southwestern Adventist University provides equal employment opportunities to all employees and applicants for employment and prohibits unlawful discrimination based on race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. The university does, however, exercise its constitutional and statutory rights as a religious organization to require standards of conduct for students and employees and, as an employer, to prefer members of the Seventh-day Adventist Church for employment.

This policy applies to all terms and conditions of admission or employment, including, but not limited to, student admission, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.