



# LUTHER CLASSICAL COLLEGE

2300 Hickory St • Casper, WY 82604 • (307) 216-5294

**Job Title:** Director of Admissions

**Synopsis:** Luther Classical College seeks a Director of Admissions to join the organization's growing administration and actively lead the recruitment, evaluation, and admission of the first cohort of students, enrolling for Fall 2025. Now until Summer 2025, the position also includes preparatory work as acting Dean of Students; thereafter, two distinct full-time positions are expected, with the individual initially appointed as Director of Admissions continuing either as Director of Admissions or else as Dean of Students (by mutual agreement with the President).

**Start Date:** As soon as practical under mutual agreement.

**Location:** Remote work may suffice through ca. Fall 2024; thereafter, a regular presence in Casper, Wyoming, will be strongly preferred. Physical presence in Casper will be necessary by Summer 2025.

**Reports to:** President

**Compensation:** Compensation is commensurate with education and experience, with a competitive benefits program for full-time employment.

**Time Commitment:** This position is full-time.

**Travel Required:** Approximately 1 recruitment trip per month.

**Institutional Mission Statement:**

Luther Classical College educates Lutherans in the classical, Lutheran tradition and prepares them for godly vocations within family, church, and society, fostering Christian culture through study of the best of our Western heritage.

**Job Description:**

The Admissions Director is responsible for the recruitment, admission, and (in cooperation with the Registrar) the first-semester enrollment of students to Luther Classical College.

**Minimum Qualifications:**

- A member in good standing of a Lutheran Church—Missouri Synod congregation who is committed to the mission of Luther Classical College.
- Master's Degree; or, Bachelor's Degree plus 2 years of applicable experience in enrollment management, marketing, or another pertinent field, including prior accomplishments in project management and strategic planning.
- Ability and willingness to travel about once per month.
- Superior interpersonal skills, relational intelligence, writing, speaking, and presentation skills.
- Ability to thrive in a fast paced, mission-driven, start-up team environment.
- Strong skills experience in Microsoft Office (Excel, Word, Outlook, PowerPoint).
- Willing flexibility to meet the changing needs of a fast-paced and rapidly growing organization.
- U.S. Citizen
- Possess a valid U.S. driver's license.
- Eligible to rent a vehicle for travel (must be at least 21 years old)

**Additional Desired Skills/Experience:**

- Experience in/exposure to classical education strongly preferred.
- Marketing, public relations, or related experience within an academic institution.
- Familiarity with recruitment/admissions "funnel" management.

**Duties/Responsibilities:**

- Support *Institutional Objective 3*: "To instill in the rising generation of Lutherans the priority of Christian marriage, family, and piety, through instruction in the doctrine of vocation and the living examples of faculty, staff, and administrators."
- Manage relationships with approximately 120 to 150 active applicants per annual cohort.
- Develop and execute strategies for recruiting prospects and evaluating applicants who fit the unique profile of Luther Classical College.
- Design and publish recruitment materials across multiple media, including mail, email, webpage, social media, and hardcopy distribution.
- Occasional travel to congregations, schools, and conferences where parents, pastors, teachers, other mentors, and prospective students can be reached.
- Maintain clear and timely records in a content management system (CMS) that tracks prospects, inquiries, applicants, and accepted students as they progress toward enrollment.
- Oversee admissions staff in the implementation of recruitment and admissions plans.
- Develop and monitor an annual budget for recruitment/admissions.
- Collaborate with faculty and staff in the implementation of enrollment management plans.
- Maintain records documenting fulfillment of accreditation standards.
- Update annually the admissions procedures in the academic catalog and website.

- Provide monthly, quarterly, and annual snapshot reports by which progress may be tracked and strategies may be evaluated.
- “Preparatory work as acting Dean of Students” (mid 2024 through mid 2025; thereafter a full-time Dean of Students will assume these and other duties):
  - Complete the Student Handbook (expanding and refining the partial draft already in development through the Mission and Student Life Committee).
  - Assist the President in drafting “Student Life” portions of the college’s strategic plan.
  - Refine, in consultation with the President and Business Manager, currently drafted job descriptions for Student Activities Coordinator and Student Housing Coordinator (each of which will serve under the Dean of Students).
  - Plan, in consultation with the Mission and Student Life Committee, activities for Orientation Week (to be implemented August 2025).
  - Consult the Academic Dean to ensure appropriate cooperation between Academic Affairs, Student Life, and Admissions efforts.
  - Contribute to the “Student Life” portions of the college’s application for accreditation.

**Criteria for Success:**

The successful candidate will:

- Be familiar with and passionately support the unique mission of Luther Classical College (<https://www.lutherclassical.org/about>) and the curriculum it offers (<https://www.lutherclassical.org/curriculum>).
- Possess prior experience in project management and strategic planning.
- Display a strong ability to communicate LCC’s mission and build strong personal relationships with prospective students and the parents, pastors, and teachers who guide them.
- Demonstrate an achievement-oriented personality, with a great deal of stamina to work hard and take satisfaction from being productive.

**Application Instructions:**

1. Applications will be considered in the order received and held, at the discretion of Luther Classical College, until a suitable applicant is found.
2. Please send a cover letter and curriculum vitae or résumé to:

William Gottwalt  
 Business Manager  
 Luther Classical College  
 2300 Hickory St.  
 Casper, WY 82604  
 307-216-5294  
[william.gottwalt@lutherclassical.org](mailto:william.gottwalt@lutherclassical.org)

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