



# WESTMONT

## **Nursing (ABSN) Program Manager (Full-time, 40hrs/wk; 12 months)**

### **Nursing**

**Position Summary:** This position serves the ABSN Program and will help shape the student body of Westmont by managing enrollment efforts, marketing initiatives, program outcomes, funding initiatives, and accreditation standards. The ideal candidate is committed to the mission of Westmont with a strong desire to serve and assist prospective and current nursing students (ABSN program) with the aim of recruiting, enrolling, and retaining qualified students to meet enrollment goals and ABSN program standards; manages strategic approaches to grow prospective enrollment, refine marketing impact, and increase program efficiency. In consultation with the nursing director, review outcome data and develop improvement plans to maximize retention and maintain a high quality and effective nursing program.

The successful candidate will have the opportunity to shape the direction of our program and build it into a top-tier nursing program.

**Qualifications:** Requirements include: Bachelor's degree (Masters preferred) with 3-5 years of related experience in sales, admissions, and data collection (previous experience in nursing admissions, marketing, or education preferred); understands and committed to high-quality Christian liberal arts education; excellent written and verbal communication skills, including public speaking, writing and editing of reports, presentations, publications, and marketing collateral.; high relational/personable skills with a service approach; ability to work independently, problem solve, and creatively handle a variety of roles with an "extra-mile" attitude; strong leadership and supervisory skills, with the ability to motivate and inspire a team; proficiency in Microsoft Office suite, website maintenance, marketing strategies and digital media platforms.

### **Responsibilities:**

#### **Program Management:**

- Departmental Leadership and Duties: Assist the Program Director in the development and implementation of departmental vision, annual objectives, long term departmental goals, and assessment efforts. Work in concert with Admissions, Marketing, and other departments.
- Supports program director with day-to-day operations of the nursing program to include, but not limited to: Telephonic communication with the public concerning matters of the nursing program, maintenance of student files, preparing material for orientation of students and faculty, supporting an electronic and hard copy filing system, assisting program director with clinical placement of students
- Manage the implementation of multiple project activities to meet or exceed assigned program(s) expectations.
- Prepare presentations and key materials for events, information sessions, planning committees, and team meetings.
- Supervise and coordinate department planning and operations; personnel supervision, including development and evaluation of all support staff.

- Coordinate the release of project information and outreach activities to familiarize students with the services and programs of the college.
- Manage learning outcomes, ensuring that the program meets and exceeds accreditation requirements and providing regular reports on program outcomes.
- Develop partnerships with other nursing programs, industry organizations, and healthcare providers to enhance the students' learning experience.
- Maintain records for the BRN including faculty and facility approvals, clinical affiliate forms and clinical contracts.
- Monitor program budget, identify and address budgetary concerns, and develop creative strategies to maximize program revenue.

#### **Enrollment:**

- Oversee the nursing program admissions process, including application review, interview scheduling, and applicant evaluation.
- Seek recruitment opportunities locally and with targeted markets within regional areas, and most specifically within Santa Barbara and the Central Coast cities.
- Counsel prospective nursing students in the admissions policies and procedures distinctive to the ABSN program; maintain consistent communications using Salesforce, email, text messaging, phone calls, and social media.
- Collaborate with the admissions team to develop and implement strategies for attracting and recruiting qualified nursing candidates.
- Manage admissions, ensuring that the program is attracting, recruiting and selecting top-quality nursing students.
- Maintain accurate records of applicant information and ensure compliance with college and program admission policies.
- Conduct information sessions and provide guidance to prospective students regarding program requirements, curriculum, and career opportunities.
- Coordinate with the registrar's office to ensure seamless enrollment of admitted students.
- Coordinate with Student Financial Services to award students aid and scholarships as available

#### **Marketing:**

- Cultivate active interest for the ABSN program by connecting with nursing-specific leads, influencers and referral-based outreach programs/persons.
- Develop and execute comprehensive marketing plans to promote the nursing program to prospective students and other stakeholders.
- Utilize various marketing channels, including digital platforms, print materials, social media, and events, to reach target audiences effectively.
- Collaborate with the marketing team to create compelling content, such as brochures, website updates, blog posts, and social media campaigns, that highlight program features and benefits.
- Monitor marketing analytics and metrics to evaluate the effectiveness of campaigns and make data-driven adjustments as needed.
- Stay updated on industry trends and competitor activities to identify new marketing opportunities and maintain a competitive edge.
- Assist with advertising opportunities, especially the annual Salute to Nurses Week each May

#### **General Responsibilities**

- Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with co-workers, customers and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting

commitments; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds. Westmont expects employees to avail themselves wherever necessary, demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration.

- Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations.
- Ability to lift and carry travel displays and related materials; evening and weekend hours as needed.

Work Schedule: Full-time, on campus.

Reports to: Director of Nursing and Vice President of EMC

Anticipated Hiring Pay Range: \$24.81 - \$31.06 per hour\*

*\* The pay range posted for this job opening reflects what Westmont College reasonably expects to pay for this position at the time of posting. Actual compensation will vary based on relevant factors such as work experience, education, training, skill level, and market conditions.*