

Maranatha Baptist University

Job Description

Online & Distance Learning: Business Development Manager

Department:	Online & Distance Learning	Supervisor:	Assistant VP of ODL
Employee Name:		Employee Classification:	S-1 Exempt
Prepared by:	Dana Davis	Date Updated:	May 13, 2026

SUMMARY The Business Development Manager is focused on the strategic planning, marketing and financial management of Online & Distance Learning at Maranatha. The ODL department has grown in both size and relevance within the institution and has emerged as one of the key functions of the university vital to its continued success. ODL exists to extend the mission of MBU to students located across the country and around the world.

IDEAL CANDIDATE *The ideal candidate is a servant leader who puts the needs of others first and helps people develop and perform as highly as possible. The ideal candidate has initiative, is eager to learn and takes ownership of tasks to see them to completion.*

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, or abilities required for the position. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Education

- Bachelor's degree (required) in business or related field

Experience

- Business experience (required)

Skills

- Highly proficient at written and oral communication
- Strong interpersonal skills
- Strong knowledge, skills and abilities in Adobe Creative Suite software.
- Proficient in the social media platforms utilized by the institution.
- Proficient in Microsoft Office programs
- Strong Excel skills (proficient in the use of functions, macros, pivot tables)
- Ability to interpret data/analyze trends and communicate the information in a logical way
- Understanding of business processes/system capabilities
- Comfortable with web editing
- Proficient in necessary office technology (computer, phone, etc.)
- Proficient at working in multi-departmental teams
- Ability to work independently and efficiently

Personality Characteristics

- Maintains a highly organized electronic and physical workspace
- Exhibits a strong interest in online learning and distance students
- Demonstrates a solution-oriented, problem solving attitude

- Demonstrates an ability to be both organized and flexible
- As an employee of Maranatha, the individual will be expected to help accomplish the mission in ways that include but are not limited to, leading students in prayer, giving Biblical advice, mentoring in spiritual matters, helping students develop Christian maturity, and teaching the Word of God. This leadership of students should be accomplished through direct communication with the students and also through a personal testimony and public lifestyle.

Essential Duties

Primary Duties

- Becomes knowledgeable in the following ODL processes: recruitment, admissions, billing, registration and advising
- Develops growth strategies and plans
- Develops an annual marketing strategy for distance learning.
- Works with the Data Analyst to track enrollment numbers, analyzes data and reports on trends
- Becomes a proficient user of Jenzabar EX and report writing software
- Becomes a proficient user of Salesforce and works to verify accurate Jenzabar EX integration
- Becomes a proficient user of Pardot
- Manages Cases in Salesforce.
- Implements all the digital marketing for distance learning in collaboration with the AVP.
- Assists the AVP with the development of print marketing materials for distance learning.
- Edits relevant pages on the website, updates social media and maintains other public information about distance learning in conjunction with other personnel in Online & Distance Learning and Communications.
- Works closely with the Registrar's Office, the Business Office and IRE
- Develops corporate partnerships with businesses to enhance their employees' performance through advanced degrees and training opportunities
- Travels to promote ODL programs and recruit students
- Works with the AVP to complete the annual Operational Department Review (ODR)
- Works with the AVP to identify improvement projects and sees them to completion
- Builds ODL's web presence on college list websites.
- Builds ODL's web presence strategic partnerships with online organizations and business.
- Works closely with the Billing Specialist to improve the student billing process
- Performs customer service tasks including, but not limited to, answering the phone, responding to emails and contacting applicants.

Additional Duties

- Contributes to the completion of general office tasks, such as customer service and cleaning.
- Other duties as assigned

Physical Demands

The physical demands for this position are minor and generally consistent with office work. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually quiet.

- The temperature in the office is maintained at a comfortable level.
- There are prolonged periods of sitting and viewing computer monitors.

Evaluation

Performance of this position will be evaluated under the provisions of this description and policies of the Maranatha Baptist University Staff Handbook by the Assistant Vice President of Online and Distance Learning.