

ROBERTS WESLEYAN UNIVERSITY

Job Description

Job Title

Assistant Director, Recruiting & Admissions
Adult and Graduate Enrollment – Nursing
Programs

Department

Graduate, Professional & Seminary
Enrollment (formerly AGE)

Reports To

Director of Recruiting
Graduate, Professional & Seminary Enrollment

Revised

6/21/2024

Status

Exempt

Job Objectives

As the sales arm of the institution, a successful candidate will be expected to meet or exceed enrollment targets for assigned program(s); to build and foster relationships with prospective students and feeder organizations; to cultivate and shepherd prospective students through the admissions process to enrollment for degree completion or graduate level nursing programs.

- Outreach: to coordinate all recruiting tactics on behalf of each adult/graduate program represented in partnership with the DEO and program leadership, that aligns to the outreach strategy and enrollment goals of the program(s), school(s), and College.
- Admissions: to cultivate and shepherd prospective students through the admissions process to enrollment.
- Marketing: provide input to the Executive Director of Marketing (EDM) in order to create strategic marketing plans for each program represented.
- Technology: to work effectively within the various computer systems used to track prospective student progress through the application process.

Job Responsibilities

1. Maintain strong working knowledge of program-specific admissions requirements and information including prerequisites, courses, schedule, costs, delivery models, distinctives, competitors, and benefits of the applicable degree program(s), as well as program student demographics.
2. Collaborate and give input to the EDM to support the creation of effective marketing campaigns and collateral that augments both overall outreach strategy and supports individual recruiting tactics.
3. Develop external and internal recruiting strategies to walk a student from the point of interest to the point of enrollment, to meet and exceed enrollment goals:
 - a. Provide input to the Director and EDM in order to create outreach strategies for each program represented based on knowledge of specific student demographics, inquiry pool

attributes, organizations that fill the admissions funnel, best-practices in adult and graduate recruitment, relevant activities and events that draw candidates.

- b. Coordinate with the Director to align activities to available budgeted resources and evaluate the return on investments based on enrollment key performance indicators.
 - c. Travel to represent the university at various recruiting events. This could include some overnight travel.
 - d. Plan, organize, host, and/or participate in Information Meetings and other recruitment and yield activities.
 - e. Implement communication plan (phone calls, mailings, and customized emails) to support conversion of prospective students to enrolled students, documenting contact and keeping notes on relationship in Salesforce.
 - f. Serve as the primary web and social media manager for the programs represented.
 - g. Continually seek and explore new opportunities to reach prospective students
 - h. Coordinate with the Director of Recruitment, EDM, AVP of Admissions, and Program(s) faculty to seek out and build strategic partnerships in the local/regional Greater Rochester community and with out-of-state partners and institutions that will increase awareness and visibility of programs, and help to grow enrollment.
 - i. Meet with students on and off campus; travel may be required in and out of NYS.
 - j. Maintain regular contact with interested prospective students, getting to know what the student is looking for, obstacles to enrollment and shepherding their enrollment journey.
4. Work to build strong, collaborative, and professional relationships with other support offices and personnel on campus.
 5. Maintain contacts from various organizations, colleges or agencies, and cultivate as appropriate. Leverage social media tools to build your network/database of contacts (LinkedIn, Facebook, etc.)
 6. Attend and participate in relevant training sessions (sales, systems, processes, products, etc.)
 7. Participate in relevant professional development activities (i.e. membership on community/organizational committees or boards; attending workshops/conferences, etc.)
 8. Perform other duties as assigned by the Director of Recruiting or AVP of Admissions.

Education and Experience

Bachelor's degree required; Masters preferred, in program-related field. 3-5 years of sales, recruitment, or professionally-related experience. Previous experience in higher education admissions a plus. Excellent customer service skills, strong communication and interpersonal skills. Professional, public persona and networking ability necessary. Strong technical skills: Word, Excel, social media, and other various college systems. Experience using Slate or other CRM is preferred.

Strong Internal Candidate Identified

Level of Supervision

Broad direction provided allowing for independent decision-making and choice of method.

Consequence of Error

Errors on the job will result in loss of enrolled students, potential damage to the Roberts Wesleyan University image and missed opportunities to inform relevant publics on the college's services and mission.

Confidential Data

This position will require a high degree of confidentiality. The incumbent must be able to keep matters and information confidential.

Mental/Visual Demand and Physical Effort

The job requires the ability to organize and manage numerous tasks throughout the day. The employee will have multiple interruptions. Moderate to high amounts of stress possible, related to enrollment goals and impact on the overall college budget. Some travel required.

Environment

Active environment best describes the office(s). Expect frequent interruptions. The office is an enthusiastic idea orientated environment in which to work.