

ROBERTS WESLEYAN COLLEGE

Job Description

Job Title

Assistant Director, Recruiting & Admissions
Adult and Graduate Enrollment

Department

Graduate, Professional, Seminary
Admissions

Reports To

Director of Recruiting (DR)
Graduate, Professional, Seminary Admissions

Revised

July 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 programs; to build and foster relationships with prospective students and feeder organizations; to cultivate and shepherd prospective students through the admissions process to enrollment for the assigned degree-completion and graduate programs. Assigned programs include Graduate Psychology and Occupational Therapy, though Assistant Directors are expected to represent all GPS programs when out recruiting. Territories are subject to change based on enrollment and institutional needs.

- Outreach: to coordinate recruiting tactics on behalf of each adult/graduate program and segment represented in partnership with the Director, AVP, 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 Enrollment Marketing 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 Executive Director of Enrollment Marketing to support the creation of effective marketing campaigns and collateral that augments overall outreach strategy and 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 AVP 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 CRM
 - f. Monitor and contribute to web updates as well as social media representation of the programs and institution.
 - g. Continually seek and explore new opportunities to reach prospective students
 - h. Coordinate with the Director of Recruitment, AVP, 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.

The approved salary for this position is: \$58,458.40/annually.

Education and Experience

Bachelor's degree required; Masters preferred. 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: Google Suite, Word, Excel, CRM/database management, social media, and other various college systems.

Consequence of Error

Errors on the job will result in loss of enrolled students and loss of primary revenue for the university.

Confidential Data:

This position requires a high level of confidentiality and the ability to keep information and personal matters confidential.

Level of Supervision:

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

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. Employee will need to do a limited amount of moving and carrying displays and materials.

Environment:

Active environment best describes the office. Expect frequent interruptions. Weekend and evening work sometimes required. Extended periods of recruitment travel, mostly seasonal. The office is also an enthusiastic, energetic, and fun environment in which to work.