



POSITION ANNOUNCEMENT

Job Title: Director of Graduate Admissions
Department: Office of Graduate Admissions
Reports To: Executive Vice President and Chief Operating Officer
Shift/Hours: Full-Time
Date Prepared: July 10, 2019

SUMMARY

This position is responsible for leading the strategic enrollment management functions for all graduate admissions programs. Responsible for developing, administering and managing marketing and recruitment, data compilation and data reporting.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Develops comprehensive strategic recruitment plan, including clear objectives, key metrics and progress reports.
2. Provides direct oversight and direction for all graduate recruitment activities, including day-to-day operations, events, communication, marketing, and cost-analysis.
3. Develops and implements online enrollment marketing campaigns and communication plans for the Graduate School, including print, web, communication, and digital media.
4. Promotes graduate programs to prospective students through individual appointments, telephone conversations and admissions programs.
5. Collaborates with others to configure institutional software tools to manage communication and contacts with prospective graduate students; oversees online inquiry and application processes.
6. Coordinates on campus recruitment activities and events.
7. Works collaboratively with the Dean, staff, and program directors of the Graduate School to plan and implement strategies for enhanced student recruitment and retention.
8. Reviews and updates of recruitment materials, graduate school website, and social media sites.
9. Gathers and analyzes data regarding inquiries, admissions, and provides periodic reports and presentations.
10. Develops relationships with key contacts in professional organizations, external constituencies, agencies and businesses to cultivate applicant pools.
11. Engages in continuous quality improvement efforts to improve graduate student recruitment.
12. Represents the Graduate School at off-campus recruitment events; to other institutions, and various publics to advance recruitment and enrollment which may require some travel.
13. Other duties as assigned.

QUALIFICATIONS

The above statements reflect the general responsibilities of the position and should not be construed as a detailed description of all the work requirements that may be inherent in this position. 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, skill, and/or ability required.

EDUCATION AND EXPERIENCE

Master's degree in education or related field from an accredited college/university plus 3-5 years' experience and/or training in higher education, recruitment, marketing, and/or student services required. Must possess strong interpersonal and customer service skills. Ability to communicate effectively with groups including public speaking occasions. Ability to work cooperatively with graduate program directors, graduate students, faculty, and staff. Demonstrated ability to exercise initiative, independent judgment, communicate with tact and diplomacy; display a positive service-oriented attitude. Demonstrated ability to plan, organize and manage a diverse workload with attention to detail and follow-through. Working knowledge of Microsoft office.

TO APPLY

Please complete the application on our website at madonna.edu/hr. Please send a letter of intent reflecting the above responsibilities and qualifications and a resume to hr@madonna.edu. Current employees must complete the internal application on MY Portal >Employee Resources.

MADONNA UNIVERSITY

A Catholic institution founded by the Felician Sisters, and guided by the values of St. Francis. Candidates must be committed to excellence in teaching, scholarship, and service, and support the Mission of the University. We are an equal opportunity employer committed to a culturally diverse workforce. We do not discriminate on the basis of race, religion, color, sex, age, national origin or disability. Candidates must be legally authorized to work in the United States. Verification of employment eligibility will be required at the time of hire. Thank you for your interest in employment opportunities at Madonna University.