Position Title: Assistant Director – Domestic Recruitment

Reporting to the Associate Director of Domestic Graduate Recruitment, the position will be responsible for activities consistent with the range of duties involved in all stages of the admissions and recruitment process. Serve as an active member of the admissions team, contributing to the development and implementation of strategies to achieve the university's enrollment goals.

SUPERVISION RECEIVED: Associate Director of Domestic Graduate Recruitment

SUPERVISION EXERCISED: None

CORE DUTIES:

- Serve as a first point of contact to prospective students communicating the university's mission, academic and co-curricular programs, extra-curricular activities and other relevant information throughout the recruitment process.
- Advise prospective students on all aspects of the application process throughout the admissions cycle.
- Support the recruitment team with lead categorization and lead nurturing campaigns.
- Participate in on-campus/off-campus recruitment activities including graduate fairs, university visits, etc. and provide prospective students with information about the program offerings.
- Ensure all inquiries received from events are entered in the CRM within 48 hours of recruitment events, making sure all fields are complete and tracked correctly.
- Ensure prompt communication with prospective students and new students via email, social media, CRM and phone.
- Create and maintain a group of current students from each college that assist in the recruitment process and yield campaigns; including responding to questions from new and prospective students in social media outlets.
- Be an active participant in executing the domestic recruitment plan, ensuring the enrollment goals for the department are met.
- Maintain reports on feeder schools and provide the team with statistical data.
- As a member of the recruitment team, ensure the marketing collateral is up to date and ready for all recruitment events.
- Participate in and support activities at the on-campus/online open houses ensuring the inquiries and leads are collected and entered in the CRM within 48 hours of such open houses.
- Monitor the success of recruitment activities and advise of any mid-cycle changes needed in order to meet targets for the recruitment cycle.
• Support the Marketing/Social Media recruitment manager in creating effective social media campaigns and ad campaigns
• Work with the operations team to ensure that candidates for scholarships and fellowships are notified via email and phone within 48 hours of issuance
• Maintain a strong customer service orientation with timely responses to inquiries
• Use the CRM efficiently to closely monitor yield as indicated in targets set forth for the department.

SECONDARY DUTIES:

• Support Admissions related activities during peak periods and as needed
• Ensuring an unparalleled customer service experience to all prospective students throughout the recruitment cycle.
• Serve as the back-up to the international advisor during peak periods; this will require cross training on advising international prospects/applicants
• Other duties and responsibilities as assigned

QUALIFICATIONS, KNOWLEDGE, SKILLS, ABILITIES:

Education (Required): Bachelor’s Degree Required. A degree in business/marketing/counseling is preferred. In addition, a graduate degree is desirable.

Experience (Preferred): One year of higher education experience in admissions (preferably graduate) that includes representing a university at recruitment events. Experience in sales/customer service/counseling is helpful.

Other Skills: A commitment to excellence in customer service is mandatory. Strong written and verbal communications, strong interpersonal skills, public speaking/presentation and networking skills are also required. The ability to represent the University professionally and to think and act independently is vital to this position. Attention to detail and deadlines, multitasking ability, a quick learning style, and a motivated and enthusiastic work style are critical assets. Excellent project and time management skills and familiarity with MS Office Suite and CRM tools are required.

The position includes travel locally and nationally for recruitment (a valid US driver’s license and a safe driving record are required) and non-traditional working hours, including early morning, evening and weekends during peak recruiting times

HOW TO APPLY

University of New Haven is an Equal Opportunity, Affirmative Action Employer
Please send a cover letter, resume, and list of 3-5 references and their contact information to: via email to hrdept@newhaven.edu. Please make sure to reference Search # 20-17A in the subject line.