Position Title: Assistant Director of Admissions and Enrollment Communications
Department: Undergraduate Admissions
Search #20-27A

Reporting to the Associate Director of Admissions and Enrollment Communications, the Assistant Director of Admissions and Enrollment Communications will assist with project management for the office of undergraduate admissions, assist with email content creation for the overall prospective student, parent and counselor communication plans, assist in the implementation of the various communication plans, assist with developing content and implementing social and digital marketing plans, assist with print marketing for undergraduate admissions, travel for college fairs and high school visits, and assist with on-campus, off-campus and virtual recruitment events, including daily information sessions.

CORE DUTIES:

- Responsible for managing new projects within undergraduate admissions - enrollment communications.
- Serve as the main point of contact for various undergraduate admissions platforms to include YouVisit and StudentBridge.
- Responsible for email content creation for overall communication plan.
- Assist with the implementation of a comprehensive communication plan.
- Assist with web and print marketing publications for the office of undergraduate admissions
- Assist with managing content on our portion of the university website.
- Create and maintain a comprehensive social media campaign
- Work with marketing to implement our digital marketing campaign.
- Conduct enthusiastic on-campus, off-campus and virtual group information sessions while working special recruitment events throughout the year.
- Represent the University of New Haven at college fairs and college night programs throughout the year.
- Provide admission counseling to prospective students and be responsible for day to day communications with students in person, via telephone, text or email.
- Provide exceptional customer service during all on-campus, virtual and special road events (such as Open House, Accepted Student Day, Accepted Student Receptions, etc.)
- Promote the University of New Haven to all prospective students and families, alumni, industry colleagues, and community

QUALIFICATIONS, KNOWLEDGE, SKILLS, ABILITIES
• Bachelor's degree required; Master’s Degree preferred and a minimum of 1 year of admission experience required
• Ability to represent the University of New Haven in a variety of situations and be able to competently interact with a diverse population of prospective students, faculty and staff.
• Excellent interpersonal and written communication skills.
• Excellent organizational, planning, and project management skills.
• Proficiency in Microsoft suite of products required; Sungard Banner Experience preferred; CRM system experience required, preferably with TargetX.
• Valid driver's license.
• Ability to lift up to 50 pounds is required for the travel component of the position.
• Ability and willingness to travel
• Ability to work evening and weekends, as needed.
• High level of technical skills and an equally high level of energy.
• Must demonstrate a tireless commitment to enrolling and retaining a diverse student body.

**HOW TO APPLY:**

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 # 20-27A in the subject line.

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