Position Title:
Assistant- Associate Director of Online and Micro-Credential Recruitment
Department: Office of Graduate Admissions
Search #20-30A

This position will work collaboratively with academic program coordinators and university marketing department to ensure the coordination of a [strategic] marketing plan to enhance outreach efforts, communications and follow up. This position will support recruitment and admission activities exclusively for in-house online and micro-credential programs, from lead generation to yield, working towards the goal of increasing program enrollments.

Requirements: The successful candidate will have strong sales and customer relationship experience preferably with adult students; some experience in advising; and a bachelor’s degree, with a relevant advanced degree preferred. Strong skills in the areas of organization, data analysis, oral/written communication, interpersonal relations, customer service, data analysis, and technology are required, including proficiency with MS Office programs. Knowledge of Technolutions-Slate is a plus. An understanding of and commitment to enrollment management concepts, and a willingness to work in and contribute to a team-oriented environment will be important factors in the selection process. Previous experience in college admissions is required. The position will require flexibility in work schedule, as well as the willingness to travel.

Core Duties:
- Manage inquiries to achieve prompt contact and weekly activity goals.
- Prospect management is not limited to significant call & email conversations, new student follow-ups, and virtual meetings designed to attract adult and nontraditional students to our micro credential and online degree offerings.
- Schedules and conducts interviews; pursues qualified candidates for enrollment.
- Determines appropriateness of candidates for admission based upon career goal compatibility.
- Achieves enrollment and start rate goals.
- Accurately and completely portrays educational programs, expected outcomes, student services, and financial consideration to students, parents and educators.
- Consistently conducts follow-up with all applicants to ensure successful matriculation.
- Participates in appropriate recruitment and enrollment activities.
- Accurately forecast projected new student enrollments.
- Conducts all activities in accordance with the highest ethical standards. Adheres to all state and federal accreditation and institute rules and regulations regarding student recruitment.
- May be required to participate in business/community development activities to
encourage enrollments into programs at the University.

- Work closely with marketing department and each school to review and update admissions marketing materials and advertising plans for degree and micro-credential programs.
- Assist and support outreach activities and events such as webinars, information sessions, open houses, virtual fairs, including making presentations to various groups and students.
- Build and maintain close working relationships with the faculty and program coordinators to ensure smooth transition and communication for prospective and enrolled students.
- Maintain a strong customer service orientation with timely responses to all student inquiries.

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.
- Other duties and responsibilities as assigned in order to meet the University’s enrollment goals.

QUALIFICATIONS, KNOWLEDGE, SKILLS, ABILITIES:

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

**Experience:** Three years of experience in recruitment, sales, customer service and relationship building.

**Other Skills:**
A commitment to excellence in customer service is mandatory.

- Strong written and verbal communication and interpersonal skills required.
- Public speaking/presentation and networking skills are also required.
- The ability to represent the University professionally, to think and act independently is vital to this position.
- Ability to work independently as well as to work cooperatively as a team member with staff and faculty.
- Attention to detail and deadlines, multitasking, a quick learning style, and a motivated and enthusiastic work style are critical assets.
- Excellent project and time management skills.
• Proficiency with MS Office Suite. Knowledge of Customer Relationship (CRM) tools is required.
• A commitment to diversity and the ability to work with individuals or groups from diverse backgrounds.
• The position includes travel locally and nationally for recruitment; and internationally as needed.
• A valid US driver’s license and safe driving record are required.
• The ability and willingness to work non-traditional working hours, including early morning, evening and weekends as needed during peak recruiting times.

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 #20-30A in the
subject line.

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