Recruitment and Enrollment Manager

Job Description

Overview

The Recruitment and Enrollment Manager will oversee the recruitment, admissions and enrollment processes in the College of Nursing and is part of the student services team. The manager is expected to produce deliverables within a diverse, fast paced environment, collaborate effectively across teams and juggle multiple projects and initiatives simultaneously. This position will report to the Assistant Dean of Student Services and Alumni Affairs.

Responsibilities

Recruitment management

- Efficiently manage the admissions selection process.
- Enhance successful recruitment and outreach efforts to increase interest from prospective students.
- Participate in recruiting events to attract and source students as needed.
- Manage the process of decision letters and forms.
- Provide appropriate follow-up communication with prospective students regarding inquiries on course content, campus and student life, and scholarship opportunities.
- Serve on the admissions committee.
- Represent the university to prospective students at recruiting and job fairs and conferences.
- Design, implement and execute recruitment and outreach strategy that will influence and increase applications and admits.
- Conduct informational sessions (face to face or virtual).
- Maintains recruitment materials.
- Design and conceptualize new programs for recruiting and create new project plans for incorporating recruiting strategies.

Enrollment Management

- Manage, progressively process and maintain applications through the initial application phase to enrollment.
- Increase our presence and develop new recruitment and outreach initiatives.
- Participate in the in-person orientation sessions.
- Compile data and materials to prepare reports and summaries for management.
- Design analytics from the new CRM to determine student trends.
- Serve as the point person for CRM.
- Provide students with information on courses, undergraduate admissions workshops and admissions contacts.
- Work with advising staff and transfer services to streamline student enrollment.
Minimum Qualifications

- Bachelor’s degree
- Three years of student services and higher education experience required preferably in an admissions or registrar’s office.
- Knowledge of CRMs and other supportive databases.
- Excellent oral, written and interpersonal communication skills.
- Ability to work with a team of people.

Preferred Qualifications

- Master’s degree in business, education, communications or related field strongly preferred.
- Proficient in University admissions and registration systems.
- Knowledge of FERPA regulations and the ability to handle confidential information.
- Experience working with multiple demands, schedules and work styles.
- Ability to prioritize various tasks and assignments.
- Sharp record keeping skills with attention to detail.
- Computer and database literacy and proficiency in MS Office (Word, Excel and PowerPoint for digital presentations).