



Position: Associate Director for Recruitment

Department: Admissions

Campus: North Manchester

Job Responsibilities and Duties: Reporting to the Director of Admissions, the Associate Director for Recruitment serves as part of the admissions leadership team that is responsible for all outreach associated with recruiting and enrolling new students to the University. In collaboration with this team, the Associate Director will plan, design, implement and execute specific strategies as part of the enrollment goals of the University. The Associate Director will supervise all admission counselors, field representatives, student assistants, and oversee any volunteers involved with recruitment of new students.

Essential Job Functions:

Responsibilities include, but are not limited to, the following:

- Lead and direct all aspects of student recruitment and outreach efforts for the College.
- Manage a small, designated territory for recruitment: maintaining regular contact with prospects and applicants; developing and carrying out recruitment strategies; developing familiarity and cultivating relations with high schools and other key constituents to the college; communicating with prospects and applicants about their financial aid eligibility and scholarship opportunities.
- Work with Director of Admissions and Assistant Director of Operations in recruitment of students enrolling in January session and/or Spring semester.
- In collaboration with the Director of Admissions, the Admissions Leadership Team, the Marketing Committee, and Student Financial Services, plan, design, implement and execute specific strategies as part of the enrollment plan.
- Supervise, train, evaluate, and manage assistant directors, senior admissions counselors and admissions counselors and their respective territories.
- Coordinate admissions student telecounselor phone campaigns in conjunction with the Assistant Director of Operations.
- Give direction and support to all on-campus as well as off-campus volunteers who are involved in the recruitment activities.
- Analyze recruitment data, develop recruitment strategies and formulate short and long term strategies and goals to increase inquiries, applications and admits.
- Design and implement a schedule for staff recruitment and events.
- Regularly assess and report on success of activities undertaken, providing key measures and benchmarks wherever possible.
- To ensure that appropriate follow-up strategies are implemented with inquiries, prospects, applicants and admits throughout the recruitment cycle.
- Assist with all on and off campus programming for prospects, applicants and admitted students.
- Establish and maintain relationships with secondary schools, community colleges, other organizations and institutions representing potential student prospects and referrals.
- With support of Assistant Director of Operations and Director of Admissions, create a communication outreach plan for the entire recruiting cycle utilizing Recruit (CRM)

Secondary Job Functions

- Assist in crafting strategic targeted communication messaging for inquiries, prospects, applicants and admitted students.
- Assist in identifying new territories and areas for prospective students.
- Serves on various committees as assigned.

Qualifications:

- Bachelor degree required, Master's degree preferred; three to five years of admissions experience in student recruitment, preferably in a highly competitive private sector environment or in a higher education-related industry.
- Supervisory experience required.
- Demonstrated leadership abilities, including short and long-term goal setting and achievement, and the ability to motivate staff toward results.
- Excellent written and verbal communication skills and organizational skills required.
- Ability to interact persuasively and effectively with a variety of populations.
- Ability to work both independently and collaboratively, handle multiple projects, meet deadlines and manage details.
- Ability to maintain discretion and confidentiality.
- Must possess a high level of proficiency in MS Word, Access and Excel.
- Hold a valid driver's license.
- Must be able to travel 2-5 weeks per year.
- Must be able to work hours outside of the 8am-5pm traditional business hours that would include evenings and weekends.

General Information: Manchester University is an independent, liberal arts university with a campus in North Manchester, Ind., where approximately 1,300 students choose from at least 60 areas of undergraduate study, two master's programs and 21 NCAA Division III varsity sports. Our second campus in Fort Wayne is home to the Manchester University College of Pharmacy, where graduates are awarded the Pharm.D. Doctoral degree.

Manchester has a distinctive commitment to developing respect for ethnic, cultural and religious pluralism and an international consciousness. Manchester University respects the infinite worth of every individual and graduates persons of ability and conviction who draw upon their education and faith to lead principled, productive, and compassionate lives that improve the human condition. As an institution rooted in the tradition of the Church of the Brethren, Manchester University values learning, faith, service, integrity, diversity, and community.

Work Schedule: This is a full-time, 12-month, exempt, staff position. Forty (40) to fifty (50) hours per week (8:00am-5:00pm M-F) will be the general rule with a work schedule that has to be highly flexible to also include evening hours and weekend responsibilities as necessary. Must be able to travel 2-5 weeks per year.

What We Offer: We offer competitive pay and the opportunity to serve in a dynamic educational environment committed to graduating persons of ability and conviction. We are consistently ranked as an Honor Roll Great College to Work For by the Chronicle of Higher Education.

To Apply: Review of applications begins immediately and will continue until the position is filled. Apply online at: <http://www.manchester.edu/OHR/apply/staff/index.html>. Please submit a cover letter and resume with your application. E-mail questions to [Jenny Steele](#).

Manchester University is an equal opportunity employer. Applicants who further diversify our faculty and staff are warmly welcome.