



Assistant Director of Marketing and Recruitment - California Northstate University College of Health Sciences (CHS), Rancho Cordova, California, USA

Job Title: Assistant Director of Marketing and Recruitment, College of Health Sciences (CHS)

Job Classification: Full-time, exempt, \$55,000-60,000

Closing Date: Position open until filled

Anticipated Start Date: August 2018

Position Summary: Seeking a fast-paced, proactive, creative leader with superior oral and written communication skills as well as excellent organizational abilities. The Assistant Director of Marketing and Recruitment is responsible for the execution of communication strategies that influence enrollment. Responsible for leading and directing the recruitment of qualified applicants for admission to the school in accordance with state and federal accreditation and company policies and regulations, consistent with the highest ethical standards. Responsible for managing time and inquiry resources to generate interest in our programs. This position will engage in and oversee a high quantity of prospect phone and email contacts to secure appointments and interview activity, and conduct follow-up activity with unresolved interviewees and future class applicants.

Reporting Responsibility: Under the general supervision of the Assistant Dean of Student Affairs and Admissions in the College of Health Sciences, the Assistant Director of Marketing and Recruitment functions as the lead for:

1. Development of enrollment marketing strategies, publications, and communications including social media, letters, brochures, website/internet postings, electronic mail and other mediums.
2. Direction, coordination, and implementation of recruitment plans, admission, and special events related to prospective freshman, transfer, under-represented, and post-baccalaureate students toward fulfillment of recruitment efforts utilizing knowledge gained of admissions, scholarships, and registration.

Job Duties and Responsibilities:

- Works with the Dean and Assistant Dean of Student Affairs and Admissions to create, monitor, evaluate, and evolve the college enrollment management plan.
- Analyzes data to inform best practice in the admissions and recruitment process and writes the annual marketing and recruitment annual plan and summary report including cost-benefit analysis.



- Assists the Dean in budget management for the college marketing and recruitment activities.
- Creates, oversees and executes college marketing and recruitment strategies and campaigns.
- Guides college strategy for branding.
- Accurately and completely explain educational programs, expected outcomes, students services, and financial consideration to students, parents, and educators.
- Manage inquiries to achieve prompt contact and performance activity weekly goals; utilize approved recruitment policies/formats; make prompt and effective contact with inquiries and redirect unqualified candidates based upon incompatible career goals.
- Secure new inquiries through databases, in-person contacts and referrals.
- Visits middle schools, high schools, and colleges; speaks to diverse groups and individual students, and meets with school counselors and administrators to promote the college.
- Schedule and conduct interviews, pursue qualified candidates for enrollment, and determine appropriateness of candidates for admission based upon career goal compatibility.
- Accurately forecast projected new students on a periodic basis for Assistant Dean of Student Affairs.
- Consistently conduct follow-up meetings, monthly at minimum, with all applicants to ensure successful matriculation.
- Assist other personnel and departments with data collection and problem solving.
- Participate in and organize appropriate recruitment and enrollment activities including: open houses, regional presentations, training sessions, orientation programs, career days, etc.
- Collaborates with University recruiters to coordinate efforts and events.
- Occasionally required to work weekends and evenings.
- Responsible for making sure our target enrollment numbers are met.
- Other duties as assigned.

Minimum Qualifications

Master's degree preferred; and at least 1 year of experience that is directly related marketing and recruitment, OR

Bachelor's degree; and at least 3 years of experience that is directly related to marketing and recruitment.

Knowledge, Skills and Abilities Required

- Knowledge of marketing strategies and analytics in education
- Skill in developing and implementing new strategies and procedures for marketing and recruitment
- Skilled proficiency to edit and proofread; attention to detail, grasp of grammar, and punctuation and able to exhibit a consistent style
- Exceptional communication and writing skills



- Knowledge of student recruitment and retention mechanisms and tracking
- Ability to develop and deliver presentations
- Ability to be flexible and to work collaboratively in a team environment
- Ability to work effectively with diverse populations
- Strong commitment to customer service
- Ability to maintain a high level of confidentiality
- Skill in leading, organizing and coordinating
- Ability to use independent judgement and to manage and impart confidential information
- Skill in the use of Microsoft Office programs (Excel, Outlook, PowerPoint, Word)

Additional Requirement: Possess and maintain a valid California Driver's License.

Applicants should submit:

- Cover letter of interest that addresses qualifications, experience and career goals
- Resume that includes month and year of employment
- Names, addresses, and telephone numbers of at least three (3) references who can be contacted by the Search Committee and who can speak to a broad range of candidate's professional qualifications

Please send application materials to the HR Department at hr@cnsu.edu, or California Northstate University, 9700 West Taron Drive, Elk Grove, CA 95757.

Review of applicants will begin immediately and will continue until position is filled.

California Northstate University is an Equal Opportunity and Affirmative Action Employer. All qualified candidates are encouraged to apply.