DIRECTOR OF GRADUATE AND ADULT ADMISSIONS

Department: Enrollment Management and Marketing

Reports To: Vice President of Enrollment Management and Marketing

Supervises: Enrollment recruiters for graduate and adult-serving programs and student worker support staff.

Position Summary

This is a position responsible for developing and implementing recruitment strategy and the attainment of new student enrollment goals from inquiry through matriculation for graduate and adult programs. This individual will coordinate the efforts of the Graduate and Adult Admissions Office and interface with other enrollment management and academic departments on campus.

Essential Responsibilities

Manages new student enrollment functions for respective graduate and adult-serving programs
  • With input from stakeholders and campus leadership, develops annual enrollment funnel targets.
  • With assistance from University Marketing Communications (UMC) and recruiters, develops and manages the implementation of annual recruitment and enrollment plans for each program.
  • Oversees the admissions decision-making policies and processes for all programs, assisting in the reviewing of files for admission.
  • In coordination with the VPEMM and UMC, assist in the development of annual marketing plans for individual graduate programs.

Liaison with Internal Departments and Offices
  • Coordinate with VPEMM to serve as point of contact with offices and departments within the institution
    o Marketing and Communication office:
- Establish lead generation goals to drive enrollment for all programs.
- Review and approve of lead generation strategies and budgets.
- Review and approve communication flow plans for all programs.
- Review and approve print, electronic, and web content for all programs.

**o Deans and School Directors**
- Serve as the primary point of contact regarding program review and new program development.
- Engage with Deans and School Directors regularly regarding recruitment, metrics, financial aid strategies, marketing strategies, market trends, operational considerations (course scheduling, advising, etc.), and curricular matters that impact recruitment.
- Work with Deans and School Directors to effectively engage faculty and staff in the recruitment process.

**o Enrollment Systems & Operations (ESO)**
- Assist in the contact with the Director of ESO and other staff.
- Ensure adherence of all recruiters to enrollment data usage policies.
- Prioritize CRM projects related to graduate and adult programs.
- Work with Director of ESO to ensure recruiters are trained and effectively utilizing all enrollment systems, including CRM software.
- Monitor the execution of the marketing plan for all programs.

**o Financial Aid Director**
- Work with the CFO and VPEMM to develop and shape financial aid policy and strategy to achieve revenue and enrollment goals.
- In consultation with Director of Financial Aid and VPEMM, review and make a determination on any financial aid appeals.
- Work with the Director of Financial Aid to ensure policy is properly applied and administered.

**o Student Engagement and Administrative Services Offices**
- Career Planning Services
- Records
- Housing Office for graduate and adult students

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**External organizational partnership development**
- Serve as ambassador to external organizations on behalf of graduate and adult programs in order to establish viable partnerships for North Park to be a preferred educational provider.
- Advocate for program development that meet needs of partner or partner organizations.
- Represent North Park at conferences, events, and North Park information sessions as needed.

**New program development and Market Research**
- In concert with academic Deans, School Directors and other stakeholders, assists in identifying marketing opportunities for new program development, leading market research for possible new programs, determining appropriate marketing and pricing strategies, and contributing to curriculum development that is academically strong and market sensitive.
- Keep abreast of national and local recruitment and enrollment trends.
Administrative
- Work with the VPEMM in to develop annual budget to support recruitment strategies.
- Manage expenditures to budget.
- Collaborate with CFO and VPEMM in setting tuition and fees.
- Submit weekly recruitment and activity reports to the VPEMM and other stakeholders.
- Oversees management of various satellite educational centers and locations

Professional Development
- Engage in activities that foster growing expertise as an enrollment management leader.

Essential Qualifications:
- Master’s degree required, preferably in the area of higher education or business/management.
- Personal commitment to and ability to articulate the mission, vision, and values of North Park University as a Christian University.
- Demonstrated ability to manage a team of professionals, preferably in a higher education and/or sales and marketing environment.
- Demonstrated ability to effectively manage complex processes across teams and departments.
- Conversant with issues related to adult learning and online higher education.
- Self-directed, with ability to work both independently and collaboratively.
- Problem solving and customer service orientation.
- Must possess exemplary interpersonal, oral, written, and presentation skills.
- Strong sense of self-awareness, and high degree of emotional intelligence.
- Adaptable and flexible, and able to prioritize and respond effectively to multiple demands.
- Results oriented, with an ability to utilize data in planning, decision-making, and management.
- Multi-cultural competencies in engaging individuals from diverse backgrounds, including colleagues, students, prospective students, and University partners.
- Ability to handle confidential material with the utmost of integrity.
- Willing to carry a smart phone and be accessible and responsive when away from the office or campus, including evenings and weekends.
- Access to own transportation, valid driver’s license, and clean driving record.
- Able to work non-traditional hours, including evenings and weekends.
- Computer literacy in Microsoft Word, Excel, Outlook, and databases needed.
- Ability to travel when needed and set up displays and related materials and lift 50 pounds.

NOTE: Nothing in this job description restricts the supervisor’s right to assign or reassign duties and responsibilities to this job at any time.