ASSISTANT DIRECTOR OF ADMISSIONS
(SCHOOL OF EDUCATION)

Department: Office of Graduate and Adult Admissions

Reports To: The Director of Graduate and Adult Admissions

Job Purpose: Meets or exceeds enrollment and marketing goals by proactively managing the marketing and recruitment process for all North Park graduate and adult programs in the School of Education.

Job Responsibilities:

1. Achieves or exceeds annual enrollment goals set by director.
2. Develops, implements, and manages annual marketing and promotion plans for each program.
3. Supports the creation and placement of accurate, appropriate, and timely advertising and promotions.
4. Creates and manages communication strategies for prospects and applicants, including letters, email, phoning, and personal appointments. At a minimum, contacts every prospective student at least twice by phone or email within two weeks of prospect inquiry and achieves monthly goal set by director for personal appointments.
5. Creates communication strategy for applicants, and processes applications and associated documents. Contacts applicant immediately upon submission of admissions documents.
6. Ensures program websites are marketing-oriented, accurate, user friendly, and respond to prospective student needs.
7. Plans, organizes, and conducts program information sessions for each program at each program location. Conducts quarterly graduate/adult information sessions at Chicago, Arlington Heights, and Lake County campuses.
8. When appropriate or as needed, attends college fairs, corporate visits, or other off-campus recruitment events. Facilitates access to organizations (hospitals, community colleges) that employ students from designated programs.
9. Mobilizes current students and alumni to assist in marketing and recruitment of programs.
10. Hires, trains, and manages student worker (if needed and approved).
11. Keeps program administrators informed as to marketing and recruitment issues by serving as a liaison with those departments. Attends department meeting as needed.
12. Tracks and analyzes enrollment and marketing data and provides enrollment and marketing reports to director on a regular basis.
13. Willingly works non-traditional hours necessary to successfully recruit working professionals. Availability to work evening and weekends throughout the year.
14. Embodies the spirit of North Park and the Admissions Office by exhibiting a sincere, service based attitude with all prospects and colleagues.
15. Serves as a member of the North Park Admissions Team by becoming somewhat conversant with all North Park programs, counseling North Park students who may be interested in areas and programs not related to your own, and attending admissions meetings.

Qualifications:
- Must be results-oriented, self motivated, detail-oriented, entrepreneurial, and able to work independently.
- Minimum of five years experience required, preferably in a sales and marketing/recruitment environment.
- Familiarity with web-based marketing a plus.
- Outstanding written and oral interpersonal communications skills and sensitivity to the needs of working professionals is required.
- Bachelor’s degree required, Master’s preferred.
- Candidate must exhibit an appreciation for, commitment to, and ability to effectively articulate North Park’s approach to Christian higher education.

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