GRADUATE THEOLOGICAL UNION

ASSISTANT DIRECTOR OF RECRUITMENT & ADMISSIONS

Department/Organization: Marketing and Enrollment Management
GL Account Funding #: 10-01000-10-42-0010-51425
Status: Non-exempt, full-time (37.5 hours per week), benefited
Supervisor: Senior Director for Financial Aid and Enrollment
Effective Date: 05/05/2020

APPROVED BY: Sephora Markson
Chief Strategy Officer

PRIMARY POSITION PURPOSE:
This position is responsible for providing essential support to the continued success in the recruitment and enrollment of highly qualified students into doctoral, MA, and Certificate programs at the Graduate Theological Union.

The Assistant Director provides knowledgeable, friendly, and welcoming contact to prospective students and scholars of the GTU; participates in strategizing, planning and implementing systems and events (on campus and virtual) for recruitment, admissions, and orientation for all GTU students. Further responsibilities include end-to-end recruitment across the multi-stage admissions funnel; advising students in the application process; preparing application files for committee review; directing the committee meetings; informing applicants of decisions; working with faculty areas and member schools to encourage students to accept admission and enroll.

The Assistant Director is seen as a student champion while students are in their programs and upon graduation encourages alumni ambassadorship to participate in the recruitment process.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Recruitment:
- Provides leadership, coordination, and oversight of the recruitment of Ph.D., MA, and Certificate students from initial contact with the GTU through orientation into the program.
- Coordinates a strategy with participating member schools, Centers and Institutes to recruit MA applicants for the Common MA, including coordinating consortia prospective student events.
- Works closely with the GTU Marketing, Communications, Dean, department chairs, and faculty in the review, selection and final stage of recruitment for the doctoral program.
- Works closely with the Academic Dean, Chief Strategy Officer, Senior Director of Financial Aid and Enrollment, and CFO to coordinate and leverage scholarships and awards available to incoming doctoral students as part of the recruitment process.
- Collaborates closely with the Marketing and Communications team to develop and refine recruitment marketing plans and deliverables, such as brochures, web pages, webinars, new student or admissions videos, etc. Maintains all web pages on GTU.edu relevant to Admissions and Financial Aid.
Supervises phone, email, and mail contact with prospective students, as well as meeting with inquirers and prospective students and arranging for visits with faculty and students as required.

Meets and advises prospective students about opportunities for study at the GTU.

Produces reporting on all stages of the enrollment pipeline, from prospects to admitted to matriculation.

Implements optimal use of databases and technology to support recruitment, application, and reporting efforts for the operations of the office.

Leads planning, coordination and execution of on-campus and virtual recruitment events at every stage of the admissions funnel, and collaborates with Student Life team to plan and lead new student orientation.

Travels to strategic locations for recruitment purposes. Represents the GTU at various gatherings; locally and nationally.

Other duties and projects as assigned.

2. Admissions:

Oversees the Doctoral application review process such as preparing application files, designing and preparing individual summary data sheets for use by application readers, and ending with the Doctoral Admissions Committee meeting.

Coordinates review of doctoral accepted applications by UC Berkeley Graduate Division.

Coordinates the meeting of the Doctoral Admissions committees.

Works with the Common MA application process in partnership with the member and affiliate schools.

Works with member and affiliate schools, the GTU and Member/Affiliate Schools’ Deans to coordinate application review and the mailing of acceptance/rejection letters.

Maintains up-to-date knowledge of best practices in reviewing official transcripts and international credentials.

Maintains up-to-date knowledge of recruitment approaches and opportunities at the graduate level, and for special populations such as international students.

Assists the Sr. Director for Financial Aid and Enrollment with oversight and training of the Admissions support staff.

Other duties and projects as assigned.

QUALIFICATIONS/EXPERIENCE NEEDED:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education:** Bachelor’s degree

**Additional Knowledge, Skills & Abilities:**

- Minimum of five-to-eight years of related experience in admissions or enrollment management in higher education.
- Demonstrated ability to run successful student recruiting events and multi-channel recruiting activities.
- Knowledge of higher education admissions process, especially at the graduate level.
- Knowledge of emerging technologies to support admissions and student recruitment.
- Demonstrated, exceptional public speaking, verbal, and written communications skills.
• High level of fluency with technology, especially Word, Excel, Outlook; as well as data entry and the Sonis database system used by the GTU.
• A welcoming, helpful, patient, and diplomatic demeanor in dealing with a wide range of applicants.
• Ability to work with confidential information with sensitivity.
• Efficient, organized, extremely attentive to detail.
• Strong project management skills.
• Ability to work with a team as well as create and carry out individual projects.
• Knowledge of enrollment management and relevant customer relationship management (CRM) software programs, highly preferred.
• Ability to travel domestically approximately 30% of the time in the fall recruiting season.
• Occasional evening and some weekend work will be required.

Environmental Demands:
Work indoors. Environment is temperature controlled. Some noise from computer printers and other staff in the work area. Regularly works with others.

Physical Requirements:
• Vision - Close vision required for reading correspondence and working with computer.
• Hearing – ability to hear sounds of individuals and groups.
• Clear Speech - Ability to communicate clearly to others is essential part of job.
• Lifting/Carrying - Some lifting & carrying of files, printed materials, mailing materials and displays.
• Pushing/Pulling - Ability to push/pull desk and filing cabinet drawers.
• Sitting - Ability to sit for long periods of time at computer and in meetings.
• Reaching - Ability to reach above shoulder, below shoulder at arm’s length periodically.
• Manual Dexterity - Ability to use computer keyboard and typewriter.
• Regular Attendance - Ability to sustain work on prolonged projects.
• Work hours - Must be available to work outside of regular business hours.
• Travel - Ability to travel locally to some off-campus events and meetings.

Tools & Equipment used:
Phones, personal computers, printers, fax machines, photocopier, shredder, calculator.