Position Title: Assistant Director of Recruitment, Advising, and Student Services

Date Updated: 9/7/2016

Reports to: VP of Professional Adult and Online Studies

Department: PAOS Division

Direct Reports (if any): None at this time

FSLA Status: Exempt

Position Summary:
The PAOS Assistant Director of Recruitment, Advising, and Student Services plans and implements recruiting, advising, registration, and retention for PAOS students at all ACU locations. They also provide preliminary payment options to new students such as financial aid, full pay, VA, tuition assistance, etc.

The Director creates marketing and public relations strategies that advance the university's mission specifically to achieve enrollment goals and to implement growth strategies that meet enrollment targets each start term and fiscal year.

The Director provides ongoing education, training, development, and recruitment needs to staff in order to meet enrollment goals. This includes collaboration among other departments and divisions at ACU.

The Director selects and participates in recruitment events to promote the University's degree programs and works with internal and external stakeholders to promote a positive image of the University and its constituents, including alumni, faculty, and students.

The Director works with internal (Financial aid, registrar, admissions, business office, academics, etc.) and external stakeholders: Churches, Businesses, Community Colleges, Schools, etc. to ensure that the ACU location they supervise is profitable.

The Director monitors enrollment trends to improve recruitment strategies and is expected to recruit a minimum number of students for each start term during the fiscal year. Enrollment reports and updates are provided to the VP of PAOS regularly.

The Director works with the Office of Institutional Effectiveness to ensure that HLC, State, and any other compliance, accreditation, and paperwork is up to date and completed.

Prerequisite Qualifications:
- Knowledge or experience with recruiting working adults
- Experience in higher education at a college or university
- Master’s degree is required.
- Advanced marketing and/or sales skills as well as undergraduate and graduate level recruitment ability.
- Teaching, training, and development skills in the area of online recruitment a must.
- Advanced relationship building skills, both internally within the University and externally.
- Requires advanced knowledge of University’s programs, policies, and procedures
- Strong oral and written communication skills.
- Knowledge of PCs and Microsoft Office products.
- Experience using desktop publishing software
- Marketing or sales experience in an educational setting helpful.
- Requires local travel as needed; a reliable personal automobile is necessary.

### Duties, Tasks, Responsibilities (List as many categories as necessary):
- Develop a plan to reach out to local organizations using updated marketing plan as a guide.
- The Director is expected to create a recruitment plan each year and implement it for the desired enrollment outcomes each term start.
- The Director is expected to advise, register, and provide student services for ALL of the students at their location.
- Create a strategic plan to increase new student headcount, enrollment, and revenue streams.
- Maintain and use the automated prospect system to track prospects and to personalize correspondence to maximize student conversion rate from prospect to applicant.
- Represents the University at community and campus events, in meetings with other institution personnel at open houses, college and career fairs, and other recruitment related events.
- Promotes the University by participating in community, state, and national events or meetings, and by developing partnerships with industry and nonprofit organizations.
- Strengthens existing partnerships by informing them of our progress and commitment to offering new programs and services.
- Makes regular site visits to local organizations to ensure contact is maintained.
- Submits term reports of lead generation activity, business contact information, log of follow-up phone calls, referrals and calendar regarding assigned presentations and related activities.
- Works with advertising/marketing to develop and implement a comprehensive media and advertising campaign including traditional and new media.
- Oversees market-research activities, including for example, the nature of the marketplace, the effectiveness of university in fulfilling specific market needs, marketplace attitudes toward the university, image of the University.
- Maintains and enhances the local campus social media presence on Facebook, Twitter, YouTube, LinkedIn and other appropriate venues, and constantly monitoring new social media venues and tools for potential University use.
- Uses tracking and measuring tools to analyze social media presence and performance.
- Conducts routine assessment of effectiveness of various marketing and advertising efforts.
- Abides by brand compliance and manage the university visual standards and style.

### Working Conditions:
- A. Position requires the ability to sit, stand, walk, kneel, bend, reach, lift, carry or otherwise move and position objects weighing up to 30 lbs. This position includes many long hours standing and walking both indoors and outdoors, exposure to extreme heat, as well as cooler temperatures.
- B. Predominately works at desk/computer workstation and high volume of phone use.
- C. Some evenings and weekends required during peak registration times.
- D. Frequently moves about the office to collaborate with colleagues.