CLARK ATLANTA UNIVERSITY
Job Description

Position Title: Director of Graduate Admissions and Recruitment
Department: Graduate Admissions and Recruitment
Reports To: Dean of Graduate Education

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

The Director of Graduate Admissions and Recruitment will provide oversight for admissions, recruiting, and marketing functions for the Office of Dean for Graduate Education. The Director will help develop and implement recruiting and marketing strategies and serve as the primary representative for the Office of Graduate Admissions and Recruiting. The Director will develop, coordinate, and participate in activities and programs that promote the graduate programs offered by Clark Atlanta University.

The Director is responsible for graduate student recruitment, marketing, and follow-up activities necessary to carry out the University’s mission and the Strategic Plan. The Director must be familiar with and communicate requirements for all graduate degree programs and have knowledge of funding sources and opportunities available for graduate students. The Director must be able to address the inquiries, needs and/or concerns regarding admission to desired graduate degree programs.

The Director must be able to work of outside normal office hours and/or on weekends, as necessary. He or she must also be able to travel to external agencies, such as regional education centers, private sector human resources offices, conferences and marketing events, four-year postsecondary institutions, and other related entities.

Examples of Duties and Responsibilities:

- Assists the Dean for Graduate Education in the development and coordination of an organized admission, recruitment, and marketing plan for a diverse graduate student population;
- Supervises and coordinates the recruitment efforts of the Schools of Arts and Sciences, Business Administration, Education, and Social Work;
- Collaborates with the school deans, department chairs, faculty, staff, graduate coordinators, and other related constituencies on recruitment efforts;
- Collaborates with the Office of Planning, Assessment, and Institutional Research (OPAR) to assist with the preparation of reports indicating enrollment trends and assessing recruitment efforts and graduate enrollment data;
- Implements recruitment efforts defined in the recruitment and strategic plans;
- Participates in graduate recruitment fairs across the nation to attract a diverse population of graduate students;
Follows up with departments and with graduate admission candidates’ files;
Creates and maintains a database of prospective applicants;
Meets with graduate coordinators and deans to discuss and collaborate on follow up regarding perspective applicants and other recruitment efforts;
Assists with graduate students’ events and programs, including general and targeted open houses, admit days, new student orientations, seminars, conferences, etc.
Collaborates with deans, department chairs, and graduate coordinators concerning recruitment support funds;
Serves on appropriate university-wide committees;
Represents the University at community and educational partner meetings;
Exhibits quality customer service at all times;
Exudes positive demeanor and engagement regarding graduate education;
Assists in the development and implementation of comprehensive marketing/branding plans for graduate degree program, in line with the University branding plan;
Develops and implements email correspondences and web, printed, and online advertising for graduate degree programs;
Develops and maintains Graduate Admissions and Recruitment website (landing page and marketing page per program);
Manages Graduate Admissions and Recruitment presence on social media outlets (Facebook, Twitter, etc.); and
Performs other duties as assigned.

Knowledge, Skills and Abilities:

- Administrative experience in marketing and customer service.
- Knowledge of Customer Relationship Management (CRM) software.
- Knowledge of Microsoft Office and social media platforms.
- Strong technological skills, including familiarity with Banner or comparable software.
- Ability to function with attention to detail with minimal supervision.
- Strong interpersonal and customer service skills.
- Critical thinking, organizational, and problem-solving skills.
- Effective oral and written communication skills.
- Multitasker and cooperative team player.
- Ability to travel as required.
- Ability to work outside normal office hours and/or on weekends, as necessary.
**Minimum Hiring Standards:**

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<th>Education</th>
<th>Master’s degree from an accredited university.</th>
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<td><strong>Years of Experience</strong></td>
<td>• Two-years of experience in recruitment, advising, or other related fields.</td>
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<td>• Prior work experience in higher education, and in promoting and/or marketing academic programs.</td>
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<td>• Working knowledge of webpage development and/or webpage maintenance.</td>
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<td><strong>Years of Management/Supervisor Experience</strong></td>
<td>NA</td>
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