



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Associate Director of Graduate and Online Admissions
Division:	Enrollment Management and Student Life
Reports To:	Assistant Vice President for Graduate Recruitment and Admissions

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 Associate Director of Graduate and Online Admissions is responsible for overseeing the recruitment, application review, and admission processes for all graduate and online degree programs. This role aims to develop and implement strategic initiatives to attract a diverse pool of qualified applicants, enhance the online admissions experience, and support institutional enrollment goals. The ideal candidate will demonstrate strong leadership, data-driven decision-making, and a commitment to student access and success.

Key Duties and Responsibilities:

- **Leadership & Strategy:**
 - Develop and execute comprehensive recruitment strategies for graduate and online programs.
 - Collaborate with academic departments and marketing teams to promote online and graduate offerings.
- **Admissions Operations:**
 - Oversee the application review process, ensuring timely and accurate decision-making for online programs.
 - Manage the online application system, including updates and improvements to enhance user experience.
 - Coordinate with financial aid and registration offices to streamline onboarding for admitted students.
 - Generates inquiries, applications, interviews, and commits for prospective students.
- **Data & Reporting:**
 - Monitor and analyze enrollment trends, application metrics, and yield rates.
 - Prepare reports for senior leadership to inform strategic planning.
 - Utilize CRM, EAB, other tools to track outreach efforts and applicant engagement.
- **Compliance & Best Practices:**
 - Ensure adherence to institutional policies, accreditation standards, and legal requirements.
 - Stay informed of industry trends, emerging technologies, and best practices in graduate and online admissions.

Qualifications and Competencies

- Proven leadership and team management skills.
- Strong analytical, organizational, and communication skills.
- Experience with CRM systems, online application platforms, and data management.

Preferred Qualifications:

- Experience working in higher education, particularly in online or distance learning environments.
- Knowledge of current trends and innovations in online education and marketing.

Minimum Hiring Standards:

Education	Bachelor's degree required; Master's degree preferred.
Years of Experience	Minimum of 5 years of experience in admissions, enrollment management, or related fields, with specific experience in graduate and/or online program admissions.

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