



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Associate Director of Graduate Recruitment and Outreach
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 Recruitment and Outreach plays a strategic and hands-on role in attracting, engaging, and enrolling high-quality graduate students across a diverse portfolio of programs. This position leads recruitment initiatives and partners with academic departments, and ensures an exceptional applicant experience from first contact through matriculation. The Associate Director will assist in developing, implementing, and executing recruitment and marketing strategies serving as a representative for CAU on recruiting efforts. The Associate Director supports the AVP to coordinate data-driven strategies to meet enrollment targets and advance the institution's mission. The Associate Director must be able to travel and work outside normal office hours and/or weekends as necessary.

Key Duties and Responsibilities:

Strategic Planning & Leadership

- Develop and execute comprehensive recruitment strategies for graduate programs.
- Collaborate with academic departments and marketing teams to promote graduate offerings.
- Develop and implement strategic recruitment plans to attract high-quality graduate students.
- Analyze market trends, competitor programs, and enrollment data to inform recruitment strategies.
- Establish enrollment targets in collaboration with program directors and senior leadership.
- Lead special initiatives to expand applicant pipelines, including diversity recruitment efforts.

Recruitment Operations & Execution

- Manage the full recruitment cycle: prospect identification, engagement, application support, and yield.
- Coordinate and oversee in-person and virtual recruitment events, information sessions, open houses, and fairs.
- Build and maintain relationships with feeder schools, employers, professional organizations, and community partners.
- Oversee execution of targeted outreach campaigns, including email, digital marketing, and CRM-driven follow-ups.
- Represent the institution at conferences, fairs, corporate visits, and graduate showcases.

Marketing & Communication

- Partner with marketing teams to develop effective promotional materials and digital content.
- Ensure consistent, compelling messaging across print, web, email, and social media channels.
- Oversee personalized communication flows designed to increase applicant engagement and conversion.

Applicant Advising & Support

- Provide individualized guidance to prospective students regarding program options, admissions requirements, funding, and career outcomes.
- Ensure a high-quality, service-oriented experience for all applicants throughout the recruitment and admissions process.

Data & Reporting:

- Monitor and analyze enrollment trends, application metrics, and yield rates.
- Prepare reports for senior leadership to inform strategic planning.
- Utilize CRM, other tools to track outreach efforts and applicant engagement.
- Stay informed of industry trends, emerging technologies, and best practices in graduate admissions.

Qualifications and Competencies

- Strong analytical, organizational, and communication skills.
- Experience with CRM systems, online application platforms, and data management.
- Knowledge of Microsoft office, Banner, and Social Media Platforms

Preferred Qualifications:

- Prior work experience in higher education and in promoting academic programs
- Knowledge of current trends and innovations in marketing and recruitment.

Minimum Hiring Standards:

Education	Master's degree from an accredited university
Years of Experience	Minimum of 5 years of experience in recruitment, admissions, enrollment management, or related fields, with specific experience in graduate admissions.