

Director of Enrollment Management
University at Buffalo, The State University of New York

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Posted May 22, 2024, set to expire Sep. 21, 2024

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| Job Title | Director of Enrollment Management |
| Department | Educational Opportunity Center |
| Institution | University at Buffalo, The State University of New York Buffalo, New York |
| Date Posted | May 22, 2024 |
| Application Deadline | Open until filled |
| Position Start Date | Available immediately |
| Job Categories | Director/Manager |
| Academic Field(s) | Enrollment Management/Registrar |
| Job Website | https://www.ubjobs.buffalo.edu/postings/50257 |
| Apply By Email | |
| Job Description | |

Position Summary

The **Director of Enrollment Management** will provide oversight of the Admissions Unit and the Testing Center at the [Buffalo Educational Opportunity Center](#) (BEOC). They will also provide visionary leadership in the development, implementation, and achievement of strategic recruitment and admissions goals of the BEOC.

Responsibilities also include, but are not limited to the following:

- Provide oversight for the BEOC Admissions Unit processes and services that support recruiting and admitting students into all programs provided by the BEOC.
- Responsible for critical recruitment strategies, enrollment projections, goals, policies, procedures

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and guidelines for the Admissions Unit.

- Develop and implement a comprehensive strategic enrollment management plan.
- Create recruitment and admission initiatives, implement a comprehensive marketing plan that benefits admission, advancement, and program promotion to ensure student access to and success at the BEOC.
- Provide oversight of the Testing Center to ensure compliance with testing guidelines and the hardware/software requirements of the various examinations/certifications that are being offered at the BEOC.
- Work in conjunction with other Directors to provide effective marketing and branding strategies for the BEOC including website and social media content.
- Create and monitor the budget for the department.
- Generate data and interpret statistical reports to analyze the effectiveness of efforts.
- Collaborate with colleagues in each of the functional areas of the BEOC and engage with current students, faculty, administrators, and alumni in the recruitment, enrollment, and outreach in support of the mission of the BEOC.
- Serve as a member of the leadership team at BEOC and participate in BEOC Signature Events along with service on event planning committees.
- Organize and promote open houses throughout the year.

Outstanding Benefits Package

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and academic pursuit – all in an effort to support your work-life effectiveness. We support your growth and development through our career coaching and training department and we qualify as a public service loan forgiveness organization. Learn more about our [benefit packages](#).

About the Buffalo Educational Opportunity Center

The Buffalo Educational Opportunity Center (BEOC), an adult education enterprise, of the State University of New York, University Center for Academic and Workforce Development (UCAWD), with an annual enrollment of 1,940 students, is seeking applications for a Director of Enrollment Management. The mission of BEOC is to produce lifelong learners who are self-directed, empowered, and committed to excellence. Residents of the surrounding Buffalo community are provided a range of services designed to develop the academic and workforce development skills necessary to become self-sufficient. Programs and services are structured to adapt to the needs of our students — as well as to the demands of our community — and serve as first steps toward the attainment of long-term

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educational and employment skills.

University at Buffalo is an affirmative action equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Minimum Qualifications

- Master's Degree in Higher Education, Student Personnel, Education, or related field.
- Three (3) years of directly related professional experience and staff supervision.
- Knowledge of and experience with the daily operations of the areas of enrollment management and marketing.
- Knowledge of and understanding of current and emerging technology related to recruitment and outreach.
- Experience working with academically underprepared and/or economically disadvantaged adults.
- Excellent interpersonal, communication, management, problem-solving, and decision-making skills.
- An equivalent combination of education and experience will be considered.

Preferred Qualifications

- Four (4) or more years of significant directly related experience and staff supervision.
- Proven success in admissions recruitment and enrollment management strategies.
- Successful experience in managing personnel and performance program initiatives.
- Experience with strategic planning.
- Experience managing Testing Center operations.
- Experience with collaborative community partnerships and enrollment strategies.
- Experience with creating and monitoring budgets.
- Proven experience with using social media as a recruitment tool.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



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