

Assistant Director for Strategic Admissions and
Recruitment
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=237076>

Downloaded On: Jun. 30, 2024 9:08am

Posted Jun. 4, 2024, set to expire Oct. 4, 2024

Job Title	Assistant Director for Strategic Admissions and Recruitment
Department	SSW Admissions and Recruitment
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Jun. 4, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Enrollment Management/Registrar Admissions/Financial Aid
Job Website	https://www.ubjobs.buffalo.edu/postings/50484
Apply By Email	
Job Description	

Position Summary

The Assistant Director for Strategic Admissions and Recruitment will assist the Assistant Dean for [Admissions and Enrollment](#) in achieving annual enrollment goals through the management of marketing and recruitment processes and providing consistent prospect outreach and follow-up in a variety of modalities. This individual is a self-starter, forward-thinking, creative, and committed to productivity and efficiency contributing to consistent, resonant brand image across all touchpoints of the enrollment process. Admissions recruitment, pre-admission advisement, and event coordination

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are all significant functions of this position. This candidate will possess a thorough understanding of admissions and recruitment best practices particularly with diverse populations and possess an understanding of various learning modalities such as on-line, hybrid, and seated offerings.

Duties include but are not limited to:

- Implement successful recruitment and marketing strategies to cultivate and recruit prospective students that include but are not limited to the organization and delivery of mini-lectures, informational sessions (virtual and in-person), and open houses including outreach activities that enhance recruitment of individuals from diverse racial, ethnic, and socioeconomic backgrounds. If needed, orients, and supervises faculty, staff, and volunteers participating in these activities.
- Monitors recruitment and admissions activities to appropriately support the annual recruitment and admissions plan as it relates to the School of Social Work strategic plan, goals, vision, and mission. Sets recruitment goals and objectives for recommendation to the Assistant Dean for Admissions and Enrollment. Evaluates effectiveness and provides recommendations on further strategies.
- Manages recruitment and student data bases to enhance recruitment populations and territories. Works in tandem with the Assistant Dean for Admissions and Enrollment and the Director of Academic Processes and Data Operations.
- Travels to, and participates in, regional and national recruitment and marketing events including national conferences for social work-related organizations as planned.
- Under the direction of the Assistant Dean for Admissions and Enrollment, develop a MSW, PhD, and DSW student recruitment and admissions marketing plan that encapsulates regional, national, and international recruitment.
- Under the direction of the Assistant Dean for Admissions and Enrollment, develops and implements a comprehensive communication plan for student recruitment utilizing the Slate CRM system.
- Under the direction of the Assistant Dean Admissions and Enrollment as well as key faculty and staff to create content for various marketing and recruitment efforts. This includes but is not limited to web content, video content, social media, online digital marketing, recruitment catalogs, school displays, print ads/ publications and mailings.
- Supports the Admissions Assistant to ensure timely receipt and review of all admissions materials.
- Assists the Admissions Assistant in evaluating the liberal arts and human biology requirements for pre-admission.

Outstanding Benefits Package

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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 the great [benefits](#) the University at Buffalo has to offer.

About The University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

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

- Bachelor's degree.
- 3 years' experience in admissions, recruitment, or student retention.
- Valid driver's license.

Equivalent combination of education and practical experience will be considered in lieu of the education requirement.

Preferred Qualifications

- Master's degree in higher education, communications, social work, or related field.
- Experience with graduate student recruitment and admissions.
- Experience working with diverse populations and underserved communities.
- Experience with Slate and/or CRM platforms.
- Interpersonal and written communication skills with the ability to communicate clearly, effectively, and respectfully with diverse populations.



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- Highly organized with the ability to manage competing priorities within expected deadlines.
- Proficiency with Microsoft Office suite including Word, Excel, Outlook, and PowerPoint.

Contact Information

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

Contact