Director of Learner Acquisition & Admissions
Stevens Institute of Technology

Job Title	Director of Learner Acquisition & Admissions
Department	College of Professional Education
Institution	Stevens Institute of Technology
	Hoboken, New Jersey
Date Posted	Feb. 3, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
	Enrollment Management/Registrar
	Continuing Education/Distance Learning
Job Website	https://stevens.wd5.myworkdayjobs.com/External/job/Hoboken-NJ---Main-Campus/Director-of-Learner-Acquisition---Admissions_RQ28863
Apply By Email	
Job Description	

Position Overview/Summary

The Director of Learner Acquisition and Admissions will provide strategic direction, marketing, market research, learner data management, and oversight of admissions processes for College of Professional Education (CPE). This role is crucial in driving learner acquisition through web domains, vendor channels and digital marketing campaigns and respective admissions processes ultimately supporting the growth of our online educational programs at Stevens.

Required Skills and Attributes

- Visionary mindset with the ability to identify and capitalize on new market opportunities
- Proactive, entrepreneurial approach to learner acquisition and digital marketing
- Create and manage learner centric admissions processes for CPE and various schools for online programs at Stevens
- Exceptional communication and presentation skills
- Expert in data-driven decision making and strategic planning
- Strong analytical, problem-solving, and decision-making skills
- Demonstrated leadership in driving cross-functional teams towards common goals
- Adaptability and resilience in a fast-paced, evolving educational landscape

Minimum Qualifications

- Bachelor's degree in business and or Marketing, Education, or related fields
- Minimum of five years of relevant experience in managing learner acquisition, enrollment and admissions processes
- Proven management and budget experience
- Proficiency in tracking web user data through Google Analytics
- Demonstrated ability to make data-driven decisions for user experience and lead generation
- Experience of 3+ years using admissions systems such as SLATE
- Skill in generating content and digital assets using new technologies including Generative AI.

Key Responsibilities & Accountabilities

Lead Learner Acquisition (20%)

- Manage and set strategy for the learner acquisition (LA) and build capabilities towards developing a future team within CPE
- Train, develop, and hire LA team members
- Collaborate with leadership to set budget and recruitment goals for LA team

Director of Learner Acquisition & Admissions
Stevens Institute of Technology

Web and CRM Strategy & Data Tracking and Analysis (25%)

- Provide holistic direction and vision for CPE web and digital instances
- Oversee the Client Relations Manager (CRM) system to ensure proper tracking, communications, and nurturing
- Analyze web and digital traffic statistics, review user research, identify issues/trends, and deploy improvements
- Supervise web team to ensure direction, vision, and expectations for CPE web are met
- Ensure proper tracking/conversion reporting for digital advertising and lead generation
- Provide meaningful feedback and guidance on all aspects of web including user experience, technical requirements, research, visual design, content, data, tracking, and search engine optimization

Manage enrollment and admissions processes for online programs (30%)

- Review applications to ensure they meet the **admissions requirements** of Stevens Online programs.
- Guide prospective learners throughout the application process, ensuring completion of all required documentation.
- Maintain accurate records of applicant progress and status in **Slate CRM** and provide timely updates to applicants.
- Coordinate communication with prospective learners, ensuring a high-quality experience from inquiry through enrollment.
- Act as a liaison between prospective learners and other departments, such as the financial aid office or academic advisors, to provide additional resources and support.

Campus and Stakeholder Collaboration (15%)

- Develop connections with campus partners and stakeholders to ensure CPE web assets are publicized and utilized
- Collaborate with Stevens Institute of Technology's web team, educational partners, and vendors

Content and Asset Creation (10%)

- Work with design and marketing team to develop web-based assets including website layout, landing page templates, web graphics, display advertisements, and lead generating elements
- Collaborate with program coordinators to create accurate and engaging content for all web-based assets

Department

College of Professional Education

General Submission Guidelines:

Please submit an online application to be considered a candidate for any job at Stevens. Please attach a cover letter and resume with each application. Other requirements for consideration may depend on the job.

Still Have Questions?

If you have any questions regarding your application, please contact Jobs@Stevens.edu.

Contact Information

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

Contact

,