

Associate Director of Student Recruitment and Enrollment
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=262952>

Downloaded On: Sep. 26, 2025 9:54am

Posted Sep. 25, 2025, set to expire Aug. 4, 2026

Job Title	Associate Director of Student Recruitment and Enrollment
Department	School of Nursing
Institution	University at Buffalo Buffalo, New York
Date Posted	Sep. 25, 2025
Application Deadline	09/23/2026
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director Associate/Assistant Director
Academic Field(s)	Student Affairs Student Affairs Enrollment Management/Registrar Enrollment Management/Registrar
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Job Description

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Associate Director of Student Recruitment and Enrollment

Position Information

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Associate Director of Student Recruitment and Enrollment University at Buffalo

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Associate Director of Student Recruitment and Enrollment

Department: School of Nursing

Posting Link: <https://www.ubjobs.buffalo.edu/postings/59191>

Job Type: Full-Time

Posting Detail Information

Position Summary

The University at Buffalo School of Nursing (UBSON) invites applications for the position of Associate Director of Student Recruitment and Enrollment. The Associate Director of Student Recruitment and Enrollment is expected to work across all program levels (BS, DNP and PhD) and function in a matrix environment where they will interface with all members of the leadership team, faculty and staff to respond to the needs of the admission process. The position will report directly to the Senior Director of Student and Academic Services. Key responsibilities include:

- Develop and implement a strategic, comprehensive student recruitment and yield strategy to increase enrollment of all programs as it relates to the strategic plan, goals and vision and mission for the School of Nursing.
- Research and develop best practices in student recruitment, competitor strategies, and historical data.
- Coordinate and implement a plan for marketing and communication for all programs.
- Continually update marketing strategies as needed to achieve school growth.
- Serve as the School of Nursing Slate lead and liaison with the university Graduate and Undergraduate Enrollment Management office.
- Collaborate with PhD faculty and staff regarding the implementation of PhD Excellence initiatives.
- Supervise and lead team of admissions professionals.
- Serve as back up to Senior Director of Student and Academic Services.
- Help direct enrollment management guidelines/policies for graduate and undergraduate nursing programs based upon market conditions and enrollment targets.
- Process applications for admission to the DNP and PhD programs, from submission to decision and matriculation.
- Assist Undergraduate nursing staff during busy application processing times.
- Serve on Undergraduate Campus Events Information Steering Committee (CISC).
- Bi-annually review and evaluate decision materials and provide reports to leadership.
- Represent the university and School of Nursing at onsite/offsite recruitment events as

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needed.

- Participate in orientation, welcoming, and commencement activities as needed.
- Establish collaborative and positive working relationships that respect the dignity, worth, and culture of students, faculty, staff, colleagues, peers, communities, and interdisciplinary teams.
- Communicate with potential applicants across all nursing programs and be able to respond to questions about program requirements. Host independent information sessions for potential applicants.

Position requires some travel and flexibility to occasionally work weekends and/or outside traditional business hours to host open houses, orientations, and recruitment events.

Learn more:

- Our [benefits](#), where we prioritize your well-being and success to enhance every aspect of your life.
- Being a part of the [University at Buffalo community](#).

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

- Bachelors Degree.
- Three years of relevant working experience in admissions.
- A valid U.S. Drivers License or the ability to demonstrate the capacity to meet the transportation needs for this position.
- Must be authorized to work in the United States on a full-time basis.

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Preferred Qualifications

- Masters Degree in related field.
- Knowledgeable about college admissions and recruitment practices in higher education.
- Excellent communication, organizational, and presentation skills are necessary.
- Enthusiasm for higher education is crucial.
- Functional proficiency in Slate or other enterprise CRM systems.
- Supervisory experience.
- Experience utilizing data to craft admissions/enrollment marketing strategies.
- Ability to effectively work both independently and as a part of a team.
- Ability to manage multiple projects concurrently and meet strict deadlines.

Physical Demands

Salary Range

\$70,000 - \$80,000

Special Instructions Summary

Is a background check required for this posting?

No

Contact Information

Contact's Name: Jackie Martek

Contact's Pronouns:

Contact's Title: Staff Assistant

Contact's Email: jmartek@buffalo.edu

Contact's Phone: 716-829-3537

Posting Dates

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Deadline for Applicants:

Date to be filled:

Contact Information

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

Contact

N/A

University at Buffalo

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