

Director of Undergraduate Recruitment

This position is: OPEN

Job Number: 474 **Posted:** 5/3/2021 **Revised:** **Location:** St. Davids -- **Posting Type:** Staff

Position Summary

The Director of Undergraduate Recruitment, reporting to the AVP of Marketing, Enrollment, and Communications, is responsible for the management of the recruitment staff as well as the recruitment of students from a specific geographical area. His/Her major task is to oversee the day to day operations of the Admissions Counselors in the Undergraduate Admissions office. He/She must have extensive knowledge of Eastern University and the admissions process as well as a background in marketing or sales. In addition, he/she is responsible to establish and maintain ongoing relationships with students on the campus for the purpose of retention. Finally, he/she is responsible to create and maintain a culture of excellent customer service that includes positivity, efficiency, responsiveness, continued improvement, and celebration of individual and team successes.

Responsibilities

Position Responsibilities

- Demonstrates proficiency in all Undergraduate program offerings; Participates in ongoing training regarding all Eastern offerings, enrollment's CRM (TargetX for Salesforce) and document management software (Content) and policy changes.
- Works collaboratively with the rest of the enrollment team, student services, academic advising, & financial aid, acting as a liaison between the student and specific department to facilitate a positive student experience.
- Leads regular team and meetings aimed at increasing efficiency, customer service quality, and overall skill and knowledge of admissions team members, thus ensuring that all admissions counselors are equipped to do their job with excellence.
- Develops recruitment strategies for Admissions Counselors.
- Reviews goals and performance with Admissions Counselors.
- Develops training schedule for new Admissions Counselors.
- Visits high schools in the assigned geographic area and in areas from which students have applied or shown interest.
- Makes admissions decisions as determined by the admissions standards and policies. Serves as the admissions lead on the faculty admissions committee.
- Works in coordination with Undergraduate Visitation and Events staff to plan and implement student visitation plans and events.
- Facilitates linkage between current students and appropriate resources on the campus (i.e. Academic Advisors, CCAS, Financial Aid, Student Financial Services, and Registrar).

- Leads team to meet and/or exceed recruitment goals in promoting assigned Eastern programs and specific locations to a diverse student inquiry population. Manage students throughout the entire admissions process by meeting application and registration deadlines.
- Conducts & schedules enthusiastic information sessions/open houses on campus and at local partnership locations of the assigned program(s) for prospective students. May be asked to attend professional networking events to assist in the growth of the University brand. Evening and weekend work is required with some travel.
- Maintains strong working relationships for all academic departments and program directors.
- Embodies values of caring and compassion, justice and integrity, competence and affirmation.
- Seeks to treat each member of the campus community with fairness, dignity and respect seeking a spirit of unity and harmony as we join together to achieve our common mission.
- Performs other duties as assigned.

Qualifications

General Requirements

1. Demonstrate personal Christian faith and an affirmation of the EU Mission and ethos.
2. Show evidence of personal and professional integrity and character.
3. Demonstrate commitment to the student-focused and value-centered characteristics of the university as articulated in the EU Mission, Vision and Core Commitments.
4. Flexible, team-oriented, collaborative, positive work ethos and attitude.
5. Bachelor's degree required (Master's degree preferred) from an accredited college or university.
6. Possess a valid Pennsylvania Driver's License and suitable driving record.
7. Experience in higher education enrollment preferred.

Basic Competency Requirements

8. Ability to effectively manage a fluid portfolio of prospective students.
9. Competence in desktop software, spreadsheet and database management.
10. Strong business, analytical and creative acumen.
11. Evidence of capacity for strategy and tactical implementation.
12. Research acumen; capacity to collect, manage, analyze and apply data to inform enrollment management strategies, tactics, planning and practices.
13. Ability to render timely decisions in a fast-paced, competitive higher education market.
14. Strong written and oral communication skills.
15. Experience successfully leading and managing a high performing team.
16. Demonstrated commitment to diversity.

Ideal Competency Requirements

17. Understand the requirements for institutional success in the higher education marketplace of the Philadelphia region and beyond.

About Eastern University

Eastern University is a Christian university of the arts and sciences that integrates faith, reason and justice for students in its undergraduate, graduate, Seminary, urban, professional and international programs. **Applicants should have a religious commitment compatible with its mission and be willing to support the mission and vision of the university.** The university complies with federal and state guidelines of nondiscrimination in employment; members of protected classes encouraged to apply.

Background Checks

Standard University employees are required to complete the background clearance process. Employment is contingent upon the successful results of an employment background screening. The employment background screening may include but is not limited to your consumer credit history (for positions that work with the university finances or alumni funds only), verification of education and professional credentials, criminal history, driving history, residency, immigration status, performance, references, and other qualities pertinent to your qualifications for the following position.

Youth Clearances are required for positions with direct contact with children and essential personnel positions. Employees working with or around minor age children are required to complete the youth clearance process which includes the following four child protection clearances:

- 1) Affidavit;
- 2) FBI Criminal Record Check;
- 3) Pennsylvania Department of Human Services Child Abuse History Clearance and;
- 4) Pennsylvania State Police Criminal Record Check.

In accordance with state laws, Act 73 of 2007, Act 153 of 2014, Act 168 (relating to the Child Protective Services Law), school employees of Eastern University who will have "direct contact with children" must complete the background check process prior to employment. Results must be submitted within ten days of receipt.

Description Disclaimer

This description is intended to describe the general level and nature of work performed by the person/people assigned to this position. It is not to be construed as an exhaustive list of duties and responsibilities of the person/people so assigned.