



ANNOUNCEMENT OF POSITION VACANCY
Assistant Director of Admissions – Social Media and Conversion

SUMMARY: Reporting to the Director of Admissions, the Assistant Director of Admissions-Social Media and Conversion (ADASC) is responsible to the Director of Admissions for leadership and management of the outreach team, social media strategies, and converting prospective student into enrolled students. The ADASC will utilize recourses to develop and implement strategies designed to enroll students who are interested in CMU. The ADASC develops and implements engagement plans with students as they progress through the admissions funnel. The ADASC directly supervises the professional staff in the Enrollment Outreach Center and works closely with the marketing team to help lead the general promotion of the university simultaneously utilizing will analyzes reports, trends, and other information which will be used in developing and implementing a conversion plan to enroll students to CMU.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other related duties may be assigned.

- Creates, maintains and reports qualitative and quantitative outreach data necessary to analyze the progress of the team in comparison to agreed upon goals. Takes the appropriate steps to correct problems and maximize opportunities.
- Leads the conversion and yield efforts to help prospective students become enrolled students at CMU using resources such as admissions counselors, admissions database, communication plan, merit scholarships, social media, outreach center and other university resources.
- Develops and implements a conversion plan to improve yield and conversion efforts in all territories and publication subsets.
- Develops and analyzes enrollment reports to seek out trends, opportunities and concerns regarding yield and conversion.
- May oversee a small recruitment territory. Requires travel to training conferences and some evening/weekend work is periodically necessary.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

REQUIRED:

- A baccalaureate degree from an accredited institution is required; Master's preferred
- Minimum of three years' relevant experience in higher education or related services
- Proficiency in multiple social media platforms
- Excellent interpersonal, verbal and written communication skills
- Utilizing excellent customer service skills and problem solving techniques, must have the ability to counsel, interview, and provide information to the outreach and social media staff and prospective students about CMU, including but not limited to the application process, transcript requirements, ACT/SAT scores, completed applications and related fees
- Excellent interpersonal, verbal and written communication skills
- Ability to write reports, procedure manuals and business correspondence, and to develop PowerPoint presentations. ability to respond effectively, both orally and in writing to the most sensitive inquiries or complaints and to make effective and persuasive presentations on controversial or complex topics to students, parents, faculty and community members
- Ability to work with diverse groups of students, staff and community members
- Possess the highest level of integrity and exhibit ethical behavior in all interactions
- Ability to work evenings and some weekends as needed

- A demonstrated understanding of how social media and interactive communication platforms fit into the recruitment and marketing plans and can drive student enrollment, retention and referrals
- Be a team player who is willing to tackle the unexpected and embrace change
- Work cooperatively in a diverse group situation
- Display a positive attitude at all times, particularly when representing the university online and when using social media
- Valid driver's license

PREFERRED:

- Demonstrated experience integrating issues relating to management and recruiting
- Outreach Center management experience
- Demonstrated experience integrating issues relating to management and recruiting

Colorado Mesa University is particularly interested in candidates who have experience working with students from diverse backgrounds and who have a demonstrated commitment to improving the levels of access and success for underrepresented students within higher education.

TYPE OF APPOINTMENT: Full-time administrative appointment.

SALARY: Commensurate with education and experience. Excellent health and retirement benefits package.

APPLICATION DEADLINE: Open until filled. To ensure consideration, complete applications must be received by January 9, 2017.

APPLICATION: Submit a cover letter describing qualifications and experience as they relate to the specific requirements, responsibilities, and preferences of this position, current resume, a copy of transcripts for all degrees completed (official transcripts required upon hire), the names, phone numbers and e-mail addresses of three professional references, at least one of whom is a current or previous supervisor, and the following completed forms:

- Applicant Authorization to permit Search Committee members to review candidate transcript
- Applicant Authorization and Release to Conduct Reference and Background Check form
- Voluntary Affirmative Action form

Email to: CMUJobs@coloradomesa.edu. *Please put the search name in the subject line to ensure that your materials are forwarded to the appropriate search file. Electronic application materials must be submitted as a .pdf or Word document (no size limit). Electronic materials submitted in any other format will not be accepted. Please do not copy and paste application materials into the body of your email; send materials as attachments.*

Or mail to:

Assistant Director of Admissions – Social Media and Conversion
 Human Resources, LHH 237
 Colorado Mesa University
 1100 North Avenue
 Grand Junction, Colorado 81501-3122
 Phone: 970 248-1820

Colorado Mesa University is committed to providing a safe and productive learning and living community. To achieve that goal, we conduct background investigations for all final applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial and/or motor vehicle history. Applicant must be able to verify U.S. employment eligibility. Colorado Mesa University is an Equal Opportunity Employer, committed to a culturally diverse faculty, staff and student body. Women and minorities are encouraged to apply.