

**VANDERBILT UNIVERSITY - OWEN GRADUATE SCHOOL OF MANAGEMENT  
POSITION DESCRIPTION**

<b>Job Code:</b>	0959 – Assoc Dir, MBA Student Services/Admissions
<b>Functional Title:</b>	Associate Director, Executive MBA Operations & Communications
<b>Reports to:</b>	Executive Director, Executive MBA and Americas MBA Program (0700 – Director)

The Associate Director, Executive MBA Operations and Communications manages program operations for the Executive MBA program and the Global Executive Americas MBA at the Owen Graduate School of Management. Primarily responsibilities include creating processes to improve and increase efficiencies and align activity with the strategic organizational goals of the programs. Plans, executes and leads five integrated international residencies each year in conjunction with global partners, including up to 40 days of international travel per year.

**KEY FUNCTIONS AND EXPECTED RESPONSIBILITIES:**

**Program Management for Global Executive MBA international residencies (40%)**

- Lead representative of Vanderbilt Owen interacting with faculty, students, alumni, business professionals and peer academic institutions to ensure each of the four 9-day global residency programs meet Vanderbilt standards of execution from pre-planning to conclusion.
- Builds and enhances relationships with international partner school faculty and senior administrative staff to ensure successful program delivery.
- Primary decision-maker and problem-solver for Global EMBA students, faculty director, travel agency and Owen staff during international residency travel; addressing issues of student safety, well-being, and crisis-management.
- Plans off-campus Nashville area site visits during the 9-day Vanderbilt-hosted residency to meet curriculum requirements and represents Vanderbilt Owen with the Global Executive Americas MBA student cohort and partner school faculty and senior administrators during off-site classes and business visits.
- Works with international partner school faculty and administrators to ensure all necessary course material is available to the students in advance of the upcoming residency and course grades are delivered as agreed.
- Manages communications with international student cohort and partner schools to facilitate scheduling, visas, immunizations, transportation, security threats, and risk management.
- Coordinates with hotels, transportation providers, Vanderbilt Global Support Services (GSS) and international school partners for three Global Executive Americas MBA residency cities (Vancouver, Mexico City, Sao Paulo) to ensure proper accommodations for students and staff while abroad and travel details are registered according to University policy.

**Program Management for Executive MBA Programs (30%)**

- Leads selection, development, implementation and maintenance of a comprehensive project management tool that serves to create a project plan for multiple concurrent projects working with partners within the EMBA department (recruiting, admissions, course scheduling, student life) and other departments for supplemental offerings such as Leadership Development Programming and Career

Management, and Global EMBA partner schools. Following implementation, position will be responsible for maintaining overall program project plans and expected to recommend opportunities for continuous improvement.

- Develops, improves and enhances annual Executive MBA student onboarding process and ensures all students are prepared to begin the program.
- Selects and evaluates an Executive-level student-focused international travel agency partner for the annual Executive MBA international residency (10-day program, once per year). Liaises with Faculty course instructor to develop plan and agenda for corporate site visits, cultural events, alumni gatherings, and transportation and accommodation logistics and sources international alumni for engagement in programming.
- Primary decision-maker and problem-solver for EMBA students, faculty director, travel agency and Owen staff for the duration of the residency; addressing issues of student safety, well-being, and crisis-management.
- Subject matter expert on current technologies utilized by Executive MBA Programs and teaches faculty, staff and students on technology including, but not limited to Brightspace, Canvas, Slack, WebEx and Zoom. Keeps up-to-date on emerging technology and recommends additions or improvements for enhanced program operations.
- Supports student services, facilities and scheduling needs related to Executive MBA Programs day-to-day operations. This may include reserving classrooms, scheduling AV support, scheduling WebEx sessions for virtual review sessions and online content delivery, reserving space for executive students, coordinating schedules for Leadership Development and Career Management sessions.
- Assist Executive MBA students with academic and financial records and communication with University Student Accounts including third party (employer) payments.
- Recruits, trains and manages a team of student workers.

#### **Manages Communications with internal and external program partners (30%)**

- Partners with Owen Marketing and Communications team to deliver integrated content and communications plan for print and electronic collateral including, but not limited to the Executive MBA Program website, brochure, marketing mailings, blogs and social media channels.
- Participates in strategic planning, development and implementation of all aspects of email marketing campaigns for prospective Executive MBA students including the creation of emails in SLATE (CRM system) and MyEmma, building SLATE database queries to support overall recruitment goals.
- Provides insights in marketing planning to share the perspective of current students to influence recruiting efforts directed toward prospective executive students. Manages recruiting event registration forms in SLATE and on the program admissions website. Promotes recruiting and other events through digital and print channels.
- Regularly reviews and recommends updates to Executive MBA Program website content to ensure all information is fresh and current.
- Subject matter expert on current technologies utilized by Executive MBA Programs and teaches faculty, staff and students on technology including, but not limited to Brightspace, Canvas, Slack, WebEx and Zoom. Evaluates current technology uses for program delivery and communications including assessment and implementation of new video conferencing, event streaming, and student communications tools. Keeps up-to-date on emerging technology and recommends additions or improvements for enhanced program operations.

- Partners with VUIT/Owen DTS and AV teams to adopt new technologies for cohort communications and virtual learning technology. Advises IT and AV teams to ensure all classroom and executive business center equipment is functioning properly.
- Supports facilitation and completion of all surveys including prospective student, current student, alumni and program surveys for internal and external constituents. Participates in annual review of results and provides insights on results and proposes solutions to improve results.

## **REQUIREMENTS**

### **Preferred Experience, Knowledge, Skills, Abilities and Attributes**

- Strong customer service focus
- Excellent verbal and written communication skills; presentation experience preferred
- Strong attention to detail
- Willingness and aptitude to leverage technology
- High level of maturity to oversee Executive students and engage with C-suite partners and alumni
- Ability to multi-task with ease
- Team player
- Experience combining higher education and professional services is strongly desired

### **Minimum Qualifications**

Bachelor's degree required, Masters preferred in higher education or business or related field. Three years of work experience in a related position. Routine Saturday (up to two per month) and occasional evening and weekend hours to accommodate working executive students.

**Job** Professional and Managerial

**Primary Location** TN-Nashville-Owen Graduate School of Management

**Organization** OGSM – Executive MBA Programs