

Job Description for **Associate Director, Recruitment & Admissions, EMBA Program.**

Job Essential Function 1

Percent of Time: 100%

RECRUITMENT, ADMISSIONS and MARKETING (50%)

Serve as a leader on the admissions team to recruit, identify, and counsel Executive MBA students. Manage existing and initiate new marketing and recruiting strategies for the Executive MBA (EMBA) program to ensure the annual admission of academically and professionally qualified students; maintain/improve the caliber, integrity and professionalism of student body.

Devise and implement innovative marketing and recruiting strategies to enhance the prominence and status of the EMBA program. Lead individual and group information sessions for prospective students and applicants to the EMBA programs, on-campus or off site.

Responsible for EMBA Admissions marketing campaigns; work closely with Merage Marketing and Communications staff to create brochures, online and print advertisements, social media presence, merchandise, and other marketing vehicles to attract qualified applicants; write content for the majority of marketing materials and approve content created by others; consult with the Executive Director on marketing strategies and content.

Manage EMBA admissions information on the Merage School's external & internal websites; write content and ensure that the website is attractive and has all pertinent information for prospective and admitted applicants; ensure that the website is easily navigable and is always current.

Consult with faculty, students, staff and alumni to develop targeted marketing opportunities and new recruiting strategies; recruit faculty, students, staff and alumni to represent the EMBA programs to prospective applicants.

Provide faculty, students, staff and alumni with admissions documents and information to assist them in promoting the EMBA programs; design and write these documents.

Maintain contact with current students to stay abreast of their academic progress, career development, and other significant life/work changes; analyze collected data and use it to formulate marketing and recruiting strategies.

Use marketing and recruitment resources to promote the programs to employers and prospective applicants; seek to improve the programs' national reputation.

Increase applicant numbers each year in order to matriculate the highest-caliber students.

Design, develop, and implement marketing and recruitment strategies to attract applicants from under-represented groups, and find ways to encourage more women and minority applicants.

Conduct strategically scheduled on- and off-campus information sessions for prospective applicants; arrange tours of the Merage School and UCI campus; arrange classroom visits and lunches with current students; invite top applicants to speaker events and Merage student activities.

Coordinate with deans, faculty, and staff to allow them to participate in information sessions and meet prospective applicants.

Coordinate student and alumni volunteers to recruit prospective applicants, attend information sessions, speak at information sessions, and provide ongoing information to admitted applicants.

Job Essential Function 2

ADMISSIONS MANAGEMENT (30%)

Oversee fellowship, marketing and recruiting budgets.

Develop and implement a "yield management" plan - converting candidates to incoming students. Manage all written correspondence with applicants. Coordinate communication between EMBA applicants with appropriate centers, faculty and alumni as needed (i.e., Financial Aid, etc.).

Respond to appeals and questions from EMBA applicants once admissions decisions have been made. This may be done by email, phone, or in person.

Manage organizational, new CRM implementation, program changes, etc.

Attend management training programs.

Lead marketing projects and plan admissions events for prospective and admitted students. Seek innovative and effective ways to market and recruit the best candidates for the EMBA Program.

Coordinate with faculty and alumni activities for EMBA students and alumni. Consistently engage alumni in the recruiting of a strong class and increased influencers within their own companies.

Create and monitor a constant yield Onboarding Program, beginning with the first EMBA who accepts the offer of admission to retain and energize our new students for a prolonged timeframe. Using social media and the incoming student website to help new students interact with each other.

Drive use of technology to enhance overall effectiveness in marketing and yield management. Conduct and report market research as it applies to competitors. These efforts include, but are not limited to:

- Create, implement and facilitate online surveys to current EMBA students, alumni, including students who decline admission to the EMBA program (Annual "lost student" report).

- Develop online viral communications using social networking media as deemed necessary (i.e., LinkedIn, FaceBook, Instagram, etc.).

- Serve as internal expert on EMBA admissions trends and their potential institutional implications. Provide input to Merage School leadership on market trends and opportunities.

- Conduct competitive analysis on other top U.S. professional EMBA programs. Determine current (and future) criteria qualifications for Merage EMBA program rankings with all national publications (i.e., USNWR, Financial Times, WSJ, Business Week.).

Responsible for understanding and adhering to the UCI Graduate Division policies and procedures with regards to graduate admissions.

Represent The Paul Merage School of Business and our MBA programs both internally and to outside constituents through active participation in national and international organizations such as the Executive MBA Council, AACSB, GMAC or The International Association for Management Education.

Accountable to Executive Director, EMBA Programs and Assistant Dean, Masters Programs for all assigned responsibilities and goals.

Job Essential Function 3

Percent of Time: 20%

#### ADMINISTRATION & COLLABORATION

Manage and maintain personal communications to inquiries, candidates, applicants in progress, applicants, admits and accepts, on a timely basis.

Maintain and update electronic database of records and lists for inquiries and professional social media (LinkedIn or similar) or using CRM.

Ensure appropriate internal team communications and reporting for successful data transition.

Provide input and feedback that supports a highly personalized recruiting and admissions process.

Salary: Commensurate with experience

Total Hours: 8-5, M-F

Contract Position.

Final candidate subject to background check.

As a federal contractor, UC Irvine is required to use E-Verify to confirm the work status of individuals assigned to perform substantial work under certain federal contracts/subcontracts.

Click [here](#) to see the Paul Merage School of Business Website

Apply here: [https://staffing2.hr.uci.edu/CSS\\_External/CSSPage\\_JobDetail.ASP?T=20190103160953&](https://staffing2.hr.uci.edu/CSS_External/CSSPage_JobDetail.ASP?T=20190103160953&)