

## **Assistant Director, Graduate Recruitment & Marketing**

**Institution:** The University of West Florida, Graduate School

**Job Location:** Pensacola, FL

**Salary:** \$45,000-\$47,660

**More Information:** <http://jobs.uwf.edu/postings/6088>

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The Assistant Director will play a key role in designing and implementing recruitment strategies and marketing plans and work directly with the graduate programs and enrollment affairs to achieve recruitment goals. Direct responsibilities include the following functional areas: customer relations management, recruitment/marketing, inbound and outbound communications, staff training and strategic planning.

Responsible for directing and managing the implementation, utilization, and maintenance of the Customer Relations Management (CRM) software and student information system for internal/external data reporting. Develops, designs, produces, distributes, maintains, and updates marketing and advertising editorial and materials related to recruitment, orientation, and enrollment of new/current UWF graduate students. Responsible for the editorial development, design, maintenance, and distribution of all graduate email communications and recruitment content for prospect, inquiry, applicant, and current student populations. Project manager for design, implementation, and ongoing long-term maintenance of the Graduate School website, interactive online graduate student orientation, online open houses, and other systems and processes as appropriate. Maintains the UWF Graduate School profile on recruitment portals to which the University subscribes, and assists in designing, implementing, and maintaining social media marketing campaigns for graduate studies. Responsible for the supervision and success of prospective graduate student campus visits. Knowledge of databases, reports, and web design and development is required. Experience in preparing visual presentations by designing creative/art and copy layouts. Experience in customer service as one main function will be to recruit new graduate students and assist existing students and University departments. Participates in strategic planning and management of Graduate School. Assists the Director with special projects as required. Represents the University locally, regionally, and nationally. Assists in ensuring that goals and objectives for the department, University, and the Florida Board of Education are communicated and achieved.

### **Minimum Qualifications:**

Master's degree in an appropriate area of specialization and two years of appropriate experience; or a bachelor's degree in an appropriate area of specialization and four years of appropriate experience. Requires comprehensive knowledge of graduate programs, student information systems, CRM tools, and the Adobe Creative Suite. Web development and technical experience. Requires critical thinking and problem solving skills and the ability to resolve complex issues. Requires extreme attention to detail. Experience with interactive recruiting technologies. Experience with leveraging inbound marketing strategies for recruitment purposes. Knowledge of policies and guidelines as prescribed by the Florida Department of Education, the University of West Florida, and the Graduate School. Ability to interpret procedures and policies of the University. Requires judgment and discrimination of information about the different educational systems.

### **Preferred Qualifications:**

Experience working with Ellucian's Banner ERP system. Experience with customer relations management software, other database systems, image/graphics editing software, and web development. Experience with project management, overseeing functional programs, working independently under broad supervision of manager, and sole decision-making. Experience in marketing and recruitment, including editorial and design development of marketing materials, communication related to the various stages of the recruitment funnel, and up-to-date knowledge of innovative technology and systems to help in marketing/recruitment. Understanding of marketing and market trends including experience in developing new markets. Customer service-oriented, possessing excellent communication skills with the ability to work with people from diverse backgrounds. Experience with or knowledge of University policies and procedures related to graduate students. Experience working with and securing confidential information.

Applicants must apply online at <https://jobs.uwf.edu>. This position requires a criminal background screening. UWF is an equal opportunity/access/affirmative action employer. Pursuant to provisions of the Americans with

Disabilities Act, any person requiring special accommodations to respond is requested to advise UWF by contacting ADA Compliance in the Office of Human Resources at 1-850-474-2694 (Voice) or 1-850-857-6114 (TTY).