

Director of Online Recruitment and Admissions (4510U),
Public Health Administration - 50656
University of California, Berkeley

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Posted Mar. 17, 2023, set to expire Jul. 1, 2023

Job Title	Director of Online Recruitment and Admissions (4510U), Public Health Administration - 50656
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Mar. 17, 2023
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Admissions/Student Records/Registrar
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Job Description

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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the

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transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and [our Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

Berkeley Public Health (BPH) aims to improve population health, especially for the most vulnerable, through interdisciplinary collaborations, preeminent education, and transformational research. Established in 1943, BPH is a professional school on the UC Berkeley campus that comprises six academic divisions and nearly 30 research centers and programs. Our department's values include social justice, health as a right, challenging conventional thought, embracing diversity, and creating meaningful impact. We honor our principles of community by centering and valuing everyone in our community; prioritizing prevention while remaining grounded in social justice; promoting safety and respect; practicing self-care and kindness; and remaining optimistic, hopeful, and committed to change.

Learn more at publichealth.berkeley.edu.

UC Berkeley's Online/On-campus Professional MPH (OOMPH) Program was the first on-line degree program on the Berkeley campus. It is a self-supporting degree program that receives no campus subsidy. It has grown steadily since opening and currently serves approximately 300 students annually.

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The School's ambition is both to continue to grow the OOMPH and similar programs that are self-supporting and generate revenue for the School as well as to use our on-line platforms to increase access to high- quality public health education in California and Globally. We envisage a future in which the boundaries between on-line and in person education blur and where the same tools are used in both. We also envisage that the tools will facilitate far greater collaboration among universities - whether within California or around the world - to the mutual benefit of the universities and their students.

Application Review Date

The First Review Date for this job is: March 30, 2023

Responsibilities

- Serves as a liaison to develop partnerships between the university and employers and builds awareness of employee educational opportunities.
- Sources and attracts candidates (by using employer and professional databases, social media, etc.).
- Sources a diverse pool of MPH candidates using a variety of search methods to build a robust candidate pipeline across different geographical areas including rural US, the state of California, and internationally.
- Uses advising sessions, seminars and workshops to provide career and academic counseling, planning, and advising to prospective students and assists them to submit complete applications.
- Successfully manages applicant pool, utilizing campus administrative software and consistent strategic communication, including in-person appointments, phone calls, direct mail, email, and social media, all in an effort to encourage applications for admission and ultimately enrollment.
- Counsels prospective applicants on the admissions process and fellowship information.
- Responds with immediacy to the needs of the prospect.
- Coordinates applications with the selection of fellowship and scholarship recipients.
- Designs and implements the overall recruiting/admissions strategy for online graduate programs offered by Berkeley Public Health.
- Oversees and participates in the design, planning, and implementation of a specific application review and selection process.
- Creates and implements successful recruitment and marketing strategies to cultivate and recruit prospective online MPH students.
- Develops operating goals and objectives for the unit; implements and administers methods and procedures to enhance operations, as appropriate to the unit.
- Creates a strategy for recruiting and establishing a database of prospective students for the

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- online graduate program's Rural Health Innovation Program.
- Creates and distributes resource materials for fellowship recruitment.
- Analyzes trends in recruitment programs and evaluates recruitment outcomes.
- Coordinates marketing and recruiting efforts with other Marketing and Enrollment staff and faculty.
- Reports on recruiting metrics to program and school leadership.
- Contributes to the planning and execution of activities and special events designed to enhance enrollment, including campus visits and orientation events.
- Gathers recruitment data for reports.
- Documents and compiles data from recruitment activities to track the progress of the marketability of online programs.
- Assesses recruitment outcomes using available data and makes recommendations for improvement to strategy to enhance yield.
- Prepares recruitment materials.
- Leads the development of student recruitment plans, strategies, and written materials for prospective students, businesses, community groups, and other targeted audiences.
- Manages staff.
- Provides guidance and support to subordinates.
- Leads hiring, training, and performance evaluation associated with the management of staff.
- Reviews applications and supports the admission process.
- Reviews applications and provides assistance to experienced admissions specialists for the most difficult and complex cases.
- Evaluates and recommend fellowship and scholarship awards for admitted applicants.
- Completes other duties, as assigned.
- Engages in professional development activities.

Required Qualifications

- Advanced skills to develop strategic recruitment plans, designing outreach and recruitment programs and materials that will attract and enroll top candidates to the online MPH program including students from under-represented groups.
- Advanced knowledge and experience working with a diverse student population.
- Demonstrated outstanding verbal and written communication skills.
- Demonstrated strong interpersonal skills, keen judgment, and ability to relate professionally to diverse groups including community organizations, corporations, governmental agencies, and other campus units.
- Demonstrated ability to establish effective and cooperative working relationships built on trust.
- Excellent organizational and time management skills.

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- Self-motivated, demonstrating the ability to work independently and in a team-oriented environment.
- Working knowledge of applicant tracking and admission systems, preferably Slate, for data-driven evaluation of recruiting outcomes.
- Ability to manage a wide range of relationships with a variety of stakeholders.
- Working knowledge of interview techniques and applicant screening methods.
- Familiar with a wide variety of sourcing avenues.

Education/Training:

- Bachelor's degree in related area and/or equivalent experience/training.
- At least 5 years of marketing, recruiting, or admissions experience or an equivalent combination of education and experience in a University setting.

Preferred Qualifications

- Experience working in the public healthcare space.
- Supervisory or lead experience that includes direct oversight of staff and their work.

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Salary & Benefits

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$89,350.00 - \$104,400.00.

- This is a 100% full-time (40 hours per week), career position that is eligible for full UC benefits.
- This position is exempt and paid monthly.
- This is a hybrid-friendly position, eligible for 40% (2 days) remote capability.

How to Apply

To apply, please submit your resume and cover letter.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified



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applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the [U.S. Equal Employment Opportunity Commission](#) poster.

For the complete University of California nondiscrimination and affirmative action policy, please see the University of California [Discrimination, Harassment, and Affirmative Action in the Workplace](#) policy.

To apply, visit

https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCH

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

University of California, Berkeley

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