

Assistant Director, Recruitment & Outreach  
Alcorn State University

Direct Link: <https://www.AcademicKeys.com/r?job=251399>

Downloaded On: May. 10, 2025 6:42pm

Posted Jan. 10, 2025, set to expire May 12, 2025

<b>Job Title</b>	Assistant Director, Recruitment & Outreach
<b>Department</b>	Admissions and Recruiting
<b>Institution</b>	Alcorn State University Lorman, Mississippi
<b>Date Posted</b>	Jan. 10, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Associate/Assistant Director
<b>Academic Field(s)</b>	Admissions/Student Records/Registrar
<b>Job Website</b>	<a href="https://jobopps.alcorn.edu/postings/7466">https://jobopps.alcorn.edu/postings/7466</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Knowledge Skills and Abilities

The incumbent manages the prospective student lifecycle to increase awareness, engagement, and conversion activities with Alcorn State University. He/she is responsible for the development, implementation, and direction of a comprehensive and strategic communication and recruitment plan that supports increasing the number of newly admitted students.

- Knowledge of recruitment and outreach best practices
- Knowledge of enrollment best practices
- Skilled in the development, implementation, and management of a comprehensive and strategic communication and recruitment plans

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- Excellent communication skills, verbal, written, and interpersonal
- Excellent critical thinking skills
- Strong leadership abilities, with a record of successfully managing admissions operations and leading teams.
- Ability to translate organizational goals into actionable plans and initiatives
- Represents the university at recruitment events
- In consultation with the Director, uses historical enrollment data to make decisions regarding travel to target markets to represent the university at recruitment events

### Essential Job Functions

- Evaluates and advises prospective students to determine educational needs and position ASU as the school of choice
- Coordinates tour requests and supports admissions activities (open house, High School Day, etc.)
- Fosters public and personal relationships between prospective students and families and the university
- Regularly counsels and advises prospective students, families and the general public regarding university policies, procedures, the admissions process, pre-college planning, etc.
- Maintains a minimum standard of outbound and follow-up prospective students
- Generates personal inquiries through network and professional relationships
- Supports application/registration events as applicable.
- Conducts a comprehensive admission file review process and uses additional holistic information to make admissions decisions based on a set criterion established by the university
- Achieves contact efficiency metrics and guide students through the online application process
- Maintains effective interactions with prospective students in CRM (SLATE)
- Assists in the production and distribution of recruitment materials

### Qualifications

- Bachelor's degree
- Five (5) years' experience in related experience in admission/recruitment, customer service, and/or public relations , including two (2) years' of supervisory experience

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**Contact Information**

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

**Contact**

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