



Director of Graduate Admissions

Job Summary

The Director of Graduate Admissions leads comprehensive student recruitment and admission strategies to attract, recruit, and enroll highly qualified graduate students. The Director of Graduate Admissions is a key member of the strategic leadership admissions team and reports to the Vice President of Enrollment Management.

Responsibilities:

- Direct the development, implementation and coordination of a strategic marketing and recruitment plan for graduate enrollment.
- Hire, train, supervise, encourage professional development, and evaluate 3 full-time professional staff members.
- Manage the graduate admissions budget including planning and administration.
- Develop, maintain, and continually enhance communication plans for prospective graduate students.
- Produce clear, persuasive, original copy for communications.
- Plan and purchase list buys and student search campaigns including mailings, emails, and calling campaigns.
- Manage all stages of advertising buys; including planning, contracts and implementation.
- Coordinate and communicate jobs with Creative Services to produce admissions and marketing materials.
- Oversee the maintenance and development of graduate admissions website pages; communicate with graduate faculty and web services to encourage development of program websites.
- Research and develop recruitment strategies utilizing social networking, multimedia, and other technologies related to graduate student recruitment and retention.
- Develop relationships and communication with all graduate program directors; plan and manage Graduate Advisory Committee meetings.
- Coordinate with graduate program directors for review and updates of all program admissions marketing materials.
- Meet regularly with the Deans of the School of Education, School of Business and the College of Arts and Sciences to collaborate on enrollment strategies for graduate programs.
- Manage enrollment data collection, process and integrity. Collaborate with the Office of Institutional Research, Deans and Program Directors to determine annual enrollment projections.
- Meet regularly with Senior Leadership Team to provide updates on enrollment and recruitment strategies.
- Collaborate with ITS to develop technology to improve the admissions process.
- On an ongoing basis, assess and evaluate the most effective recruitment initiatives. Develop target market profiles for each program to drive recruiting activities.
- Coordinate on-campus/off-campus recruiting activities for all graduate programs.
- Travel to various recruiting, admissions and community based events to market graduate programs to prospective students.
- Meet with and counsel prospective students; provide admissions and program information.
- Assist Canadian and other international students with the admission process.
- Evaluate applications and transcripts in order to recommend admission decisions.
- Other duties as assigned.

Required Qualifications:

- Demonstrated success in sales and network building.
- Strong presentation skills. Superior verbal and written communications skills.
- Strong interpersonal and customer service skills.
- Master's degree.
- At least 5 years of experience working in admissions, recruitment, or enrollment management in a post-secondary setting or marketing experience.
- Demonstrated success in achieving goals through direct phone calls and emails.
- Self-directed and highly organized.
- Understanding of the admission's funnel process.
- Ability to travel; including travel to Canada and multi night recruitment events.
- Ability to work flexible hours including weekend and evening hours.
- New York State driver's license with a good driving record.
- Proficiency in Microsoft Word, Excel, PowerPoint and database management with the ability to learn additional programs.

Desired Qualifications:

- Experience in BANNER, Excel, Social Media and Email communication.
- 3 plus years of graduate admissions experience.
- Familiarity with Canisius College Graduate Programs.

To apply, please send a letter of application, resume and contact information for three professional references to: Human Resources at hr.recruiter@canisius.edu (please put GRAD ADMISS in the subject line of the email) or Human Resources, 2001 Main St., Buffalo, NY 14208. Review of applications begins immediately and will continue until the position is filled.

Canisius College, a Catholic and Jesuit university, has as its foundation the fundamental values of academic excellence, leadership, faith and social justice. Canisius is committed to educating and preparing men and women to become leaders in their professions and their communities, and in service to humanity. The college is an equal opportunity employer committed to recruiting, supporting, and fostering a diverse community of outstanding faculty, staff and students.