**JOB DESCRIPTION**

**JOB TITLE:** Assistant Director Recruitment and Outreach  
**DEPARTMENT:** Enrollment Management  
**REPORTS TO:** Assistant Dean of Enrollment Management  
**POSITION STATUS:** Full-Time, Exempt

**GENERAL SUMMARY:** The Assistant Director Recruitment and Outreach provides expertise to implement, develop, and evaluate new student enrollment initiatives. Reporting to the Assistant Dean of Enrollment Management and working closely with the Director of Enrollment Management, the Assistant Director provides support for meeting enrollment goals, by reading, interpreting and evaluating candidate applications and academic credentials, which include evaluating transcripts and determining admission and scholarship eligibility. The Assistant Director develops recruitment strategies and assists department with strategic implementation of recruitment activities by identifying strong recruitment territories and developing and executing recruitment initiatives. This position will oversee the new student recruitment initiatives which include; presentations to groups, managing the student recruiting calendar for law fairs, e-mail campaigns, social media mediums, and developing new ways to use technology to market the school. This position represents and promotes the law school to prospective students at the high school and college levels as well as to other relevant professional organizations. The Assistant Director is responsible for marketing the school by developing recruitment and outreach materials that educate, inform and advise others about the law school’s programs and resources. The Assistant Director will meet with prospective students to gather information helpful to making admission decisions. The Assistant Director will also assist with guiding the student ambassadors to conduct outreach to prospective students.

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Engages with prospective students to explain and advise them about the admission process.
- Reads and evaluates application and academic credentials of law school applicants to make decisions concerning admission and scholarship awards.
- Plans and implements recruitment activities for assigned local and regional territories to position the school to generate applications.
- Develops and manage relationships with colleges and pre-law advisors, and professional organizations to promote referral of prospective students.
- Participates in recruitment and enrollment activities including national travel to college and university law and graduate school fairs, presentations to pre-law student organizations and law related conferences.
- Helps to develop national recruitment plan through analysis of market forces, recruitment practices, marketing resource, and professional networking activities.
- Monitors recruitment initiatives and develops accurate applicant and inquiry reports on a regular basis to determine recruitment program effectiveness.
- Assists with the organization of on-campus event such as open houses, prospective student information programs, orientation programs, career days, conferences, and campus tours.
- Collaborates with colleagues in a professional manner to provide advice and feedback necessary to plan and develop on-campus recruitment programs.
- Represent the law school in a knowledgeable and professional manner when conducting essential tasks and duties.
Develops and maintains tools that build consistent engagement with prospective students, applicants and admitted students.
Reviews applications and credentials of applicants to make admission and scholarship decisions.
Other duties as assigned to support of recruiting and enrollment.

KNOWLEDGE, SKILLS & ABILITIES:
- Bachelor’s degree required. Master’s degree or JD degree is preferred.
- Prior admissions, higher education, marketing, or recruiting experience a plus.
- At least 3 years experience working in a professional office environment.
- Must be able to represent the organization in a professional manner.
- Excellent communication and listening abilities: persuasive and negotiation skills, strong professional writing, public speaking, interpersonal and public relations skills.
- Strong recruitment and customer service skills combined with a strong work ethic and a goal-oriented and self-motivated approach toward achieving consistent results.
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- Ability to collaborate with other professionals on projects and tasks.
- Ability to maintain confidential and highly sensitive student information.
- Ability to gather and collect data and build excel reports.
- Ability to multi-task and deliver work product under tight deadlines.
- Must be able to represent the organization in a professional manner.
- Strong project management, time management, and planning capabilities.
- Must be able to travel both weekdays and weekends.
- Possess a sincere interest in helping others achieve life goals.
- Computer skills including Microsoft Office in Word, Excel, and PowerPoint.
- Familiarity with ACES 2 desired.

PHYSICAL REQUIREMENTS:
- Able to sit or stand, type, read or write for extended periods of time.
- Able to handle high level of stress in a useful, constructive manner.
- Able to lift/carry materials and publications up to 20 pounds.
- Able to perform the essential functions of the job with or without accommodation.

WORK SCHEDULE:
- 40 hours per week, generally Monday through Friday. Travel: Average 25%. Weekends and evenings as necessary. Ongoing training and skills enhancement.