**Position Title**: Assistant Dean, Recruitment and Retention

**Grade**: N

**FLSA Classification:** Exempt

**Required Experience**: A proven track record of success in recruitment/admissions/event management/marketing for students interested in Media, Arts & Design. Five to seven years of progressive responsibility in admissions/recruitment office, preferably in a university setting.

**Required Education**: Bachelor’s Degree (Master’s Degree preferred)

**Position Overview:** The Assistant Dean is responsible for all national and international outreach efforts that support robust enrollment for Drexel University’s Westphal College of Media Arts & Design’s eighteen undergraduate and nine graduate programs. The Assistant Dean will lead efforts and produce outcomes that will result in increased applications, enrollment growth, diversity, selectivity, and rising yields. The Assistant Dean will interface with national and international secondary schools through on site visits to build relationships and target prospective students. The Assistant Dean will also partner with the Westphal College application reviewers and the Drexel office of Enrollment Management & Student Success to ensure selective admission standards and meet enrollment goals.

**Qualifications:**

* The successful candidate should will have superior organizational and interpersonal skills; competency for analyzing related data and assessing programming activities as part of strategic enrollment planning initiatives; ability to create and implement a productive travel itinerary; operate within a well-defined budget; and experience working with diverse populations.
* Will be a well-organized, self-starting, quick-learning, and hard-working multi-tasker who can thrive in a fast-paced, complicated, ambitious and collegial environment.
* Possess superior writing skills in order to create printed and online recruitment marketing materials, and to be responsive to extensive email correspondence.
* Will have the ability to build, grow, utilize, and analyze data bases of prospective students.
* Possess subject matter expertise including experience in higher education admissions required; experience using Banner, Hyperion, admissions software a plus.
* Will have strong interpersonal skills to succeed in extensive one-on-one as well as presentations to larger group gatherings of prospective students, parents, and high school constituencies. The successful candidate will have the interpersonal skills necessary to work with an extensive network of academic leaders, faculty and administrators across the Westphal College and Drexel University.
* Experience partnering with National Portfolio Day events and regional and international portfolio review events. Experience to review portfolios for admission preferred.
* Ability and willingness to work evenings and weekends as needed required
* Possess strong customer service focus

**Essential Functions:**

* Develop, execute, and evaluate an annual comprehensive integrated marketing and recruitment plan in collaboration with the Dean and Academic Associate Dean that employs the College’s website, direct mail, print media, social media, on and off campus activities, and other recruitment activities to produce improved enrollment outcomes.
* Work closely with the University’s Enrollment Management dovetail and leverage their extensive recruitment efforts to achieve enrollment goals.
* Develop an extensive understanding of the College’s academic programs, facilities, faculty and initiatives as well as of the University’s in order to provide prospective and admitted students and parents with an understanding of academic majors, admission procedures, scholarship opportunities, and other subjects of concern to prospective students.
* Direct the development and delivery of numerous recruitment/admissions events to best represent the College and its programs and to address the needs of prospective students. Coordinate recruitment activities with individual Westphal academic programs, such as high school programs, that serve as focused recruitment efforts.
* Direct the development and delivery of extensive international/national off-campus recruitment initiatives, to include high school presentations, recruitment fairs, externally-delivered information sessions, etc.
* Partner with the Westphal Director of Recruiting to produce outcomes and manage workflow
* Ensure accurate and timely processing of student communication and applications
* Coordinate with the Financial Aid office to ensure accurate and timely communication of aid options to prospective students
* Deliver reports to the Academic Associate Dean and the Dean
* Develop processes to capture and assess student and parent input related to the effectiveness of outreach and marketing strategies.
* Additional duties as assigned by the Dean or the Academic Associate Dean.