Job Description

The W. P. Carey School of Business at Arizona State University, the nation's most innovative university, seeks candidates for the Director of Graduate Admission and Recruitment. Overseeing admission and recruitment for the full spectrum of W. P. Carey master’s programs, this senior leadership role plays a critical role in attracting, selecting, and enrolling students who will ensure the continuing growth and success of the School.

The W. P. Carey School of Business offers a portfolio of graduate programs that address the critical talent needs of the global business community through MBA programs, including the US News & World Report 30th ranked Forward Focus MBA, and suite of MS programs that include our internationally recognized Accountancy, Information Systems, and Real Estate programs.

The Director will collaborate across the enrollment management units to develop and execute the strategic direction of W. P. Carey’s enrollment efforts, ensuring that the School meets its goal of developing students into forward focused leaders.

Reporting to the Assistant Dean of Graduate Programs, the Director will lead the admission, recruitment, and financial services teams. The director will organize, facilitate, and chair the admission committee and collaborate with academic administration in defining effective selection processes. The Director is also responsible for the development and implementation of recruiting, admission, and enrollment strategies, evaluates and produces reports that demonstrate enrollment pipeline status, analytical, fiscal, and other areas that may inform dynamic and responsive management of our graduate portfolio.

Essential Duties

**Administration & Operations - Strategic planning and goal setting, Personnel, Budget, Technology**

- Set priorities and oversee strategic planning efforts, set appropriate metrics for employment and student engagement and satisfaction
- Research, analyze and make decisions regarding recruitment and admission practices for prospective students
- Create, review, and develop regular reports to monitor and communicate enrollment progress
- Supervise staff including goal setting, planning department wide staff development, oversight of the team annual performance review process, and hiring and training of incoming staff
- Oversee budget and approve all expenditures, track budgetary items and align spending with GPO goals
- Ensure business practices and services meet ethical and professional standards
- Oversee the technology resources, including website assets, online subscriptions, and functional oversight of CRM recruiting software (Salesforce)
Strategic Enrollment Management - all graduate business programs
• Monitoring and annual reporting on GME market, demand, competitors
• Forecasting and planning of enrollment, both from a budgetary and real-time pipeline perspective
• Development of strategic travel and events schedule for student recruitment, interviews, and yield management.
• Oversight and development of strategic partnerships with ASU undergraduate units, external organizations, and other potential sources of prospective students.
• Responsibility for meeting enrollment goals, maintaining admitted student profiles and admissions rankings performance.

Admission, Recruitment, & Financial Services Leadership
• Development and monitoring of lead management process to support efficient deployment of recruitment resources (staff, leads, messaging) across the full portfolio.
• Drive development of annual recruitment plans/roadmaps in alignment with MarComm, career services, student services, and other units.
• Drive efficient and effective Admission Committee process, including faculty and key stakeholders as appropriate; serve as Chair of Admission Committee for FT MBA program
• Provide counsel, as appropriate, to declined applicants

Relationship Building
• Serve as the main point of contact for managers of Graduate Career Center, Student Services, and central university units for training needs, admissions decisions, compliance, and events
• Collaborate with career and student services teams on providing an exceptional student experience, including providing feedback to cross unit teams, development of a prospect/lead communication plan, and oversight of the admitted student yield process
• Build relationships with departments and faculty to ensure they know about the GPO Admission & Recruitment team process, services, and points of collaboration
• Maintain open communication and regular meetings with WPC Marketing & Communications group to collaboratively identify opportunities, develop specialized recruitment roadmaps, and engagement strategies involving the WPC community.
• Develop a strong relationship with the university Enrollment Services and other ASU graduate admissions leaders, and partner on events and continuous training

Minimum Qualifications
Master’s degree in higher education or related field and five (5) years of experience in a higher education environment, including three (3) years of supervisory experience; OR, any equivalent combination of education and/or experience from which comparable knowledge, skills, and abilities have been achieved.

Desired Qualifications
• Evidence of a Master’s degree in business, higher education, or related field;
• Experience managing graduate admissions and recruitment for an AACSB-accredited school of business (3 year);
• Experience in:
  • graduate admissions practices and principles,
  • graduate management education industry best practices,
  • budget management methods and techniques,
  • strategic planning principles and practices,
  • problem solving and decision-making skills,
  • planning, analyzing and coordinating activities and establishing priorities,
  • effective management and supervision skills,
  • establishing and maintaining effective working relationships,
  • supervisory principles and practices, including principles, concepts and practices of organizational management
  • program design and development
  • higher education recruitment practices and principles
• Evidence of effective verbal and written communication, with specific emphasis on presentations to prospective students.

Working Environment
Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse; required to stand for varying lengths of time and walk moderate distances to perform work. Occasional bending,
reaching, lifting, pushing and pulling up to 25 pounds. Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts. Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.

Department Statement

The W. P. Carey School of Business at Arizona State University is one of the largest business schools in the United States with more than 13,000 students. Solutions for the planet mean developing problem-solvers from around the globe. From our world-renowned faculty representing six continents to thousands of outstanding students who join us every year from around the world, the W. P. Carey School welcomes diversity and encourages global thinking. The W. P. Carey School is internationally recognized for its leadership in business education, groundbreaking research and innovation, and renowned faculty making us one of the top-ranked business schools in the country. Learn more at http://wpcarey.asu.edu

ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation’s fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit www.asu.edu/tobaccofree

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.

Employment Verification Statement

ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.

Fingerprint Check Statement

This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.

Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.