POSITION TITLE: Director of Admissions for Executive Programs

JOB CLASS: Staff

SUPERVISOR: Associate Dean of Executive Programs

CLASSIFICATION: Full Time

LOCATION: DeLand

SUPERVISORY: No

DEPARTMENT: School of Business

POSITION OVERVIEW:
This position is responsible for developing, planning, and implementing all domestic marketing and recruiting strategies and meeting enrollment goals for Stetson University’s Executive MBA program. Collaborating with the Associate Dean and the Graduate Curriculum Committee to develop new and innovate existing degree and non-degree Professional Development programs.

Working to ensure collaboration with appropriate university offices, the Director assumes functional authority for marketing and recruitment for EMBA and executive education programs, corporate relations, enrollment and admissions services.

QUALIFICATIONS, KNOWLEDGE AND SKILL REQUIREMENTS:
- Graduate degree in a business discipline required, Doctoral degree preferred.
- Exceptional verbal and written communication skills required.
- Proficiency in WordPerfect, Excel, PowerPoint, and database software programs in a Windows format required.
- Experience in sales and developing promotional campaigns required.
- Experience in executive education or higher education required.
- Executive level experience in the Orlando market required.
- Experience in compiling, projecting, and analyzing budget required.
- Some evenings and weekends and ability to travel required.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:
- Market, implement, and manage the Executive Education degree and non-degree programs recruiting process. Develop and maintain relationships with corporate sponsors, Executive Education alumni, and other appropriate constituencies. Work collaboratively with other University Offices including but not limited to Academic Affairs, Admissions, Institutional research and participate in relevant committees as needed.

  Standards: Determined by the size and quality of classes and program ranking.

- Contacting Executive Education program inquiries by phone, email, or in person to follow-up initial inquiry, gauge interest, qualify, inform, and “sell” prospective students. Setting up systems of follow up for all inquiries.

  Standards: New contacts receive a series of follow up contacts, including postal mail, e-mail, and phone contacts. Inquiries are contacted personally after initial follow-up. Inquiries are ranked according to qualifications and interest for future action or deletion.
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- Supervising database activities. Oversee new database implementation, changes, and modifications to existing database.

  **Standards:** Administrative secretary and student workers effectively maintain database, produce required reports and are given instruction/training when needed.

- Work with the Associate Dean in strategic planning and design of degree and non-degree executive programs to develop a program portfolio that maximizes the School’s impact on participants and sponsoring organizations, while identifying and recruiting candidates for current and future graduate and professional programs and other corporate relationship opportunities.

  **Standards:** Determined by new program development.

- Planning, overseeing promotions of, and delivering slide show presentations for recruitment information sessions in all markets, as required.

  **Standards:** Information sessions are well prepared, well attended, and well received by attendees. All information from guests and anticipated guests is captured for database use.

**APPLICATION PROCEDURE:** Please submit a letter of application, which addresses the qualifications, a resume, and/or application, with names, addresses, and telephone numbers of three professional references to Stetson University, Inc.; Office of Human Resources; 421 N Woodland Boulevard, Unit 8327, DeLand, FL 32723. FAX: (386) 822-7562 E-MAIL: humres@stetson.edu. Complete application, available online.

*Stetson University is an Equal Opportunity Employer that affirms cultural diversity and inclusion as a core value of academic excellence at Stetson University. We are committed to achieving equal access in education, employment, and participation through the recruitment and retention of outstanding faculty, staff, and students from diverse backgrounds, and to meaningful academic and intellectual transformation in curriculum, research and service. We are dedicated to actions and policies that foster a community in which individuals with various identities, cultures, backgrounds, and viewpoints work together to create opportunities for engagement through rewarding and fulfilling careers and personal experiences in a culturally and racially diverse society and a globalized world. We strongly encourage members of historically under-represented and economically-disadvantaged groups and women to apply for employment. Stetson University is an EEO, ADA, ADEA, and GINA employer.*