

# Admissions Coordinator

## College of Business

**Posting: 10276**  
**Location: Portland**  
**Closes: Open Until Filled**

### JOB DESCRIPTION

The Oregon Executive MBA is a University of Oregon degree program in partnership with Oregon State University and Portland State University. This nationally recognized program offers management-level education to high potential leaders from organizations of all sizes. Reporting to the Interim Director of OEMBA, this position is responsible for supervising various functions which support the achievement of enrollment objectives for OEMBA. This individual will play a key role in designing and implementing recruitment strategies while overseeing the day to day operations supporting the recruitment, admission and retention of graduate students. The Admissions Coordinator will develop, implement, and assess recruitment and enrollment plans and strategies in support of the achievement of enrollment goals.

This position calls for an outgoing, articulate individual who can interact with prospective students to build the reputation of the university and provide detailed information about academic and career opportunities available with Oregon Executive MBA. The ideal candidate should have an understanding of and appreciation for the collaborative nature of the program and the reality of obtaining a degree while continuing to work full-time. The successful candidate will have the ability to work effectively with faculty, staff and students from a variety of diverse backgrounds.

**Position Description:** Primary responsibilities are as follows:

#### Strategic Marketing (25%)

Develop Marketing strategy and plan. Media Planning. Update, revise and/or design new collateral pieces. Keep website current. Information Session preparation and presentations.

- Conduct research on competitor's programs in development of marketing strategy for recruitment.
- Develop advertising and media campaign and social media program. Conduct direct mail or other special campaigns as needed.
- Responsible for media relations, public relations, and promotions.
- Develop and produce marketing literature on the OEMBA program, including web site development and content management.

#### Student Recruitment (50%)

Follow-up to prospective students at various stages of application process: just looking; attended information session; is planning to apply; has an incomplete application in the system; has applied and is awaiting an admissions decision. Handles confidential information.

- Coordinate, foster, and manage communications with potential students and other key constituents. Promote and maintain favorable relationships with community leaders and corporate liaisons.
- Conduct individual appointments with prospective students; follow-up on potential leads (e.g., submitted GMAT scores).
- Update and track recruiting/admissions on in-house student database.

#### Information Sessions/Recruitment Fairs/In-person interviews (20%)

- Organize and represent the OEMBA at off-campus information sessions held in Portland, Eugene, Corvallis, Bend, Vancouver, WA and other venues deemed appropriate to build brand awareness for the program and recruit students.
- In-person interviewing (as occasionally required as part of the admissions process).
- Develop and conduct public presentations, participate in educational fairs, and explore other venues and opportunities to showcase the program.

Alumni Affairs (5%)

- Track alumni contact information and publish alumni directory annually.
- Develop alumni friend-raising/fundraising program.

Other (5%)

- Attend Executive Committee and Academic Committee meetings to report on student enrollment/student success
- Attend regular staff meetings
- Promote global study trip
- Marketing OEMBA facilities rental to local corporations and non-profit groups. Work with program director on special events management (alumni, women's group, graduation, residencies, welcome event)

**Qualifications:**

**Required:** Advanced degree from an accredited college or university; Proven public relations, presentation and written communication skills; Strong strategic marketing and/or marketing background.

**Preferred:** MBA degree; demonstrated effectiveness in recruitment in higher education; Experience in data management software; experience and ease with using professional on-line social networking sites; Demonstrated experience with marketing campaigns.

Position is subject to a criminal background check.

**Employment Beginning:** October 1, 2010

**Appointment Percentage:** This is a half-time, 12- month appointment.

**Salary:** \$65,000-\$72,500 (for full-time)

**Application Procedure:** Applicants should provide: 1) cover letter and resume summarizing education and relevant work experience; and 2) names of three references to: Search Committee, Admissions Coordinator, Oregon Executive MBA, 200 Market Street Suite L101, Portland, Oregon 97201. Review of applications will begin September 17, 2010 and will continue until position is filled.

The University of Oregon is an equal opportunity, affirmative action employer committed to cultural diversity and compliance with the Americans with Disabilities Act.

