



## Job Description

**Job Title:** Administrative Analyst/Specialist, Exempt II - College of Business, Graduate Programs - Executive MBA  
**Job ID:** 2285  
**Location:** Off Campus  
**Full/Part Time:** Full-Time  
**Regular/Temporary:** Regular

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### Working Title

Recruitment & External Relations Coordinator

### Department

College of Business, Graduate Programs - Executive MBA

Position is located at the Downtown Campus.

### Appointment Type

This is a one year probationary position.

### Classification Salary Range

\$4,631 - \$6,946 per month

### Anticipated Hiring Range

\$5,417 - \$6,000 per month

### Work Schedule

Days and times to be arranged.  
Typically, Mondays through Fridays, 10 a.m. to 7 p.m.  
Occasional extended hours on weekday evenings and Saturdays.  
The work week is adjusted accordingly.

### Application Deadline

August 16, 2010

### **Position Summary**

Responsible primarily for recruiting and outreach to all constituents that attracts prospective students and yield high quality applicants to all Graduate Business Programs (EMBA, Nice, Regular and part time MBA/MS); responsible for alumni and corporate relations with the main emphasis of building and strengthening relationships with sources of applicants and to bring the business professionals to the graduate programs as guest speakers, career coaches and mentors and potential employers of graduating students.

### **Minimum Qualifications**

Education: Bachelor's degree in business administration, student services, public relations, or related field.

Work Experience: proven work experience recruiting and communicating with executive and mid-level managers who aspire to enter a part time MBA program; student affairs or personnel experience working in positions that involved supervision of student affairs professionals or paraprofessionals; experience with or an ability to gain confidence and build effective relationships with mid to upper-level managerial business persons.

Knowledge: thorough knowledge of and ability to apply expertise to administrative specialties, including pertinent laws and regulations; demonstrated expertise in and advanced knowledge of the principles, problems, and methods of public and business administration and operational and fiscal management; expertise in administrative survey techniques, operations and systems analysis, statistical and research methods, and the ability to interpret and evaluate results to develop sound conclusions and recommend new or revised policies.

Specialized Skills: effective verbal/written and interpersonal/communication skills; possess one-on-one relationship building skills and small to large group presentations skills; proficiency in technologies and related skills, such as MS Word, Excel, Access, and on-line web and social networking sites such as Facebook, LinkedIn, etc.; familiar with the Salesforce CRM tool.

Abilities: understand problems from a broad, interactive perspective and discern applicable underlying principles to conceive of and develop strategic solutions; work with representatives from public and private entities and handle potentially sensitive situations; effectively present ideas and concepts in written or presentation format and use consultative and facilitation skills to gain consensus.

Specialized Abilities: prioritize/meet deadlines and work effectively with the Graduate Business Programs team members; demonstrate past success recruiting high caliber students to Masters level programs; communicate clearly, both in writing and verbally.

### **Preferred Qualifications**

Masters of Higher Education, Student Personnel, Business Administration or related fields; three years full-time experience in an office or university administrative work, particularly work experience in graduate-level admissions processes and recruitment; experience planning and implementing a marketing program; corporate sales or previous recruitment experience.

### **Environmental, Phys, Spec**

Possess a valid California Driver's License to use state/personal vehicle to attend events and visit off campus locations during work hours; comply with the Defensive Driver Training Program requirements.

### **CSUEU Position**

Eligible and qualified on-campus applicants, currently in bargaining units 2, 5, 7, and 9 are given hiring preference.

### **Position Information**

Serves Graduate Business Programs by sourcing, recruiting, and supporting high quality prospective students through all phases of the application process and overseeing all aspects of the Graduate Business Programs outreach; through a comprehensive set of established and evolving services and programs, informs, attracts, and secures a continual flow of new applicants to the various Graduate Business Programs; keeps alumni connected and involved in the different programs and encourage direct referrals of prospective students; fosters an excellent brand image representing Graduate Business Programs at recruitment fairs, on-site company events, and as exhibitor at various conferences (local and otherwise); reports directly to the Director, EMBA and Executive Programs.

#### Prospective Student Recruitment and Admissions/Marketing the Program

Responsible for ensuring that all points of contact for prospective students, alumni, and external constituents or stakeholders result in positive experiences and interchanges by maintaining a high level of service that is extremely responsive to their needs; handles all aspects of marketing the Graduate Business Programs by developing on-going relationships with sources that results in qualified prospective students toward becoming high quality applicants to the programs that results in admissions objectives for each program set annually.

The primary responsibility is to recruit high quality candidates to apply for admission to the different programs; responsibilities include developing a strategic recruitment strategy and plan annually; recruits at educational and professional fairs; conducts outreach to area businesses and organizations; schedules prospective students' visits.

Works with other program staff to track all candidates via the Salesforce CRM tool, and the University SIMS; responds to prospects' questions about the program; works with the programs' marketing and communications firm for development of advertising and promotional materials; prepares promotion materials for fairs; plans and executes information sessions; composes reports based on data collected about prospects.

#### Public Relations, Outreach & Communications

Responsible for generating positive contacts with graduate business program alumni as well as professional organizations and associations, area businesses, non-profit organizations, and government agencies with the explicit aim to build long term relationships that results in these sources producing high quality candidates for the program as well as companies participating in the annual MBA Career Fair, as guest speakers in classes and at student functions and as mentors to students.

#### On-line and Email Communications

Assists in maintaining a vibrant and useful website and social network (FaceBook, LinkedIn) presence to market the program and communicate with prospective applicant.

### **How To Apply**

Submit an application, cover letter and resume, describing your specific qualifications for this position. Please expand on any working experience relevant to this position. Cover letter should not be more than two pages.

All application material(s) must include the job posting number.

All applicants must submit a SF State Staff/Administrator Application, cover letter and resume with an

original signature for each job posting. To be considered, each application material must be submitted in person or through U.S. mail and received in Human Resources prior to 5 p.m. on the application deadline date. San Francisco State University does not accept on-line, e-mail, or faxed application materials at this time.

A SF State Staff/Administrator Application is required for each job posting.

For a Word copy of the Staff/Administrator application, cut and paste the following internet address into your web browser:

[http://www.sfsu.edu/~hrwww/online\\_forms/employment/sfsu\\_staff\\_admin\\_app.doc](http://www.sfsu.edu/~hrwww/online_forms/employment/sfsu_staff_admin_app.doc)

For a PDF version of the Staff/Administrator application, copy and paste the following internet address into your web browser:

[http://www.sfsu.edu/~hrwww/online\\_forms/employment/sfsu\\_staff\\_admin\\_app.pdf](http://www.sfsu.edu/~hrwww/online_forms/employment/sfsu_staff_admin_app.pdf)

Mail application material(s) to:

San Francisco State University  
Human Resources, Safety & Risk Management - Staff Employment Services  
1600 Holloway Avenue, Administration Building 252,  
San Francisco, CA 94132-4252

The Human Resources, Safety & Risk Management office is open Mondays, Tuesdays, Thursdays and Fridays from 8 a.m. to 5 p.m., and can be reached at (415) 338-1872 or (415) 338-1873; TDD (415) 338-3040. Our office is in-service and closed to the public on Wednesdays.

SF State is an Equal Opportunity/Americans with Disabilities Act employer and has a strong commitment to the principles of diversity.

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