

POSITION DESCRIPTION

POSITION TITLE

Director of Student Recruitment

DEPARTMENT: Admissions

REPORTS TO: Vice President, Enrollment Management

SUPERVISES: Admissions Counselors, Seasonal Recruiters, Work-Study Students

PAY GRADE: Salary, exempt

SCHEDULE: Full-time; year-round

POSITION DESCRIPTION: The Director of Student Recruitment reports to the Vice President of Enrollment Management and serves as team lead for all recruitment activities. Responsible for developing relationships with high schools and community colleges, the Director uses data supplied by the Director of Admissions Analytics and Systems to target recruitment activities. The Director oversees a staff of both full-time and seasonal recruiters, managing their training, travel schedules and territories, and communicates institutional initiatives and priorities regarding recruitment. This position requires a proactive, dynamic, enthusiastic, and creative individual who enjoys outreach and networking, the management of multiple projects with competing time demands, and working with a staff of varying experience to promote NHIA.

The Director will work closely with the Director of Admissions Analytics and Systems to guide recruitment strategies, planning and staff deployment. Additionally, the Director will plan on campus events, manage student tour guides, and be responsible for a small, local, recruitment territory. This position will also work closely with the Offices of Institutional Effectiveness, Financial Aid, and Registrar in support of college-wide data collection and analysis efforts.

RESPONSIBILITIES: The responsibilities of the Director of Student Recruitment include the following:

Coordinating Off-Campus Recruitment Activities

- Manage the Admissions Counselors and seasonal recruiters; oversee the planning of high school and community college visits, portfolio day and college fair attendance, manage counselor territories.
- Hire, train and advise Admission Counselors and seasonal recruiters during the planning and implementing of NHIA's recruitment travel, fall and spring.
- Work with the Director of Admissions Analytics and Systems to continually monitor the success of NHIA's recruitment travel activities to assess effectiveness and adapt strategies as needed.
- Serve as primary counselor for community colleges within approx. 75 miles of NHIA and high schools within Hillsborough County, NH.

Coordinating Outreach to Art Educators, Creative Writing Teachers, and Guidance Counselors

- Develop and implement communications plan with high school and community college art educators, creative writing teachers and guidance counselors.
- Identify and pursue opportunities for art and creative writing educators and their students to visit campus for artist talks, workshops and gallery openings.
- Identify opportunities for NHIA to host off-campus events of interest to art and creative writing educators.

General Responsibilities

- Plan and implement all Admission Office events including Open Houses and Accepted Students' Day.
- Work with the Vice President of Enrollment Management and Director of Admissions Analytics and Systems to continually improve workflows for converting prospects to applicants, applicants to acceptances and acceptances to enrollments.
- Oversee workflows for counselor outreach to convert prospects to applicants, applicants to acceptances, acceptances to enrollments.
- Provide outreach to prospective students as needed.
- Be knowledgeable of all NHIA programs/curricula/services (including BFA, MFA, MAAE, MAT, Pre-College, Community Education, financial aid, housing and student life).
- Be knowledgeable of all NHIA full-time faculty and staff (including Enrollment Services student employees)
- Be knowledgeable in NHIA branding and marketing strategies, communicate to staff.
- Facilitate regular communication with Marketing to manage recruiting scripts and media, event planning, maintainence an inventory of print materials and dialog regarding other marketing needs.
- Hire, train, and manage work-study students serving as admissions tour guides and on campus event support staff.

MINIMUM QUALIFICATIONS

- Bachelor degree with minimum 5-7 years' experience in higher education enrollment, recruitment, or a related field or an equivalent combination of experience and training.
- Excellent oral and written communication skills, ability to work collaboratively with other recruitment and enrollment professionals.
- Prior supervisory experience managing professional and student staff is preferred.
- Attention to detail and ability to manage multiple projects and initiatives simultaneously.
- Proficient in computer applications, including Excel and CRM software.

START DATE: August 15, 2017

INSTITUTION

About the New Hampshire Institute of Art

The New Hampshire Institute of Art (NHIA) is the oldest and largest non-profit arts institution in New Hampshire, founded in 1898 and today offering undergraduate (BFA, Dual Degree BFA/MAT), graduate (MFA, MAAE, MAT), and community education programs (Youth Arts, Pre-College, Community Education, and Professional Development) serving over 2,000 students annually on two campuses in Manchester and Peterborough, New Hampshire. We are a tight-knit community of creative thinkers, artists, designers, writers, and art educators who use the power of our creativity to transform the community around us. We are a haven for students at every stage of their artistic journey, a place where artists can explore possibilities without fear and engage with people and experiences that will shape them and their future.

NHIA is accredited by the National Association of Schools of Art and Design (NASAD) and the New England Association of Schools and Colleges (NEASC). NHIA is also a member of the Association of Independent Colleges of Art and Design (AICAD). For more information visit www.nhia.edu.



How to Apply: Interested candidates should email a letter of interest, resume, and 3-5 references (which will not be contacted without prior notice to the candidate), to HR@nhia.edu. The position title must be included in the Subject line of your email. Due to the amount of resumes received, only those being considered will be contacted.

NHIA seeks to recruit and retain a diverse workforce, and encourages qualified candidates across all group demographics to apply.