

## Director of Graduate Enrollment

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**Summary:** The Director of Graduate Enrollment for the Graduate School at Queens University of Charlotte provides leadership for the graduate enrollment team of recruiters and student services specialists utilizing a holistic approach. The Director of Graduate Enrollment oversees recruitment, enrollment, tracking, and advisement of graduate students in all Queens University of Charlotte's graduate programs. This position supervises and coordinates the graduate enrollment team's direct services to student prospects, applicants, and registered students. In addition, the Director of Graduate Enrollment implements and develops effective recruitment strategies to support institutional enrollment goals. This position reports to the Associate Provost of Digital Learning and Dean of the Graduate School. *This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay for hours worked above 40 in a single work week.*

### Essential Duties and Responsibilities

#### **Provide strategic leadership and oversight for recruitment, admissions, and advisement activities of the Graduate Enrollment team.**

- Supervise, evaluate, and train the graduate enrollment team.
- Identify training needs of the graduate enrollment team to reach goals for graduate student recruitment, new student enrollment, returning student tracking, and academic advisement to support student success and retention.
- Organize biweekly meetings with the graduate enrollment team to provide support, motivation, mentoring, and communicate recruitment plans, and share admissions updates, data, and feedback.
- Oversee events organized by the enrollment team.
- Ensure the enrollment team is consistently applying admissions recruitment best practices.
- Oversee the handling of complex graduate student issues.

#### **Drive strategy for enrollment and retention for Queens graduate programs.**

- Compile, analyze, and utilize university data to assist in decision-making about recruitment, enrollment, tracking, and advising activities.
- Develop lead generation and social media strategy collaboration with MCR.
- Proactively seek opportunities to build relationships and partnerships with industry and academic institutions.
- Oversee enrollment and recruitment initiatives for the Graduate School.
- Organize meetings and workgroups with internal partners (academic units and marketing) and external partners (online program providers) to support recruitment and retention goals.
- Design and monitor systematic processes which support for achieving institutional enrollment initiatives and maintain accountability and find system efficiencies.
- Coordinate correspondence and supervises the information and data flow from prospective students enrolled students and graduates through Slate.
- Recommend tuition structure, discounts, scholarships and fees based on enrollment and comparative data.

### **Ensure achievement of institutional strengths**

- Ensure compliance of graduate enrollment processes in accordance with accreditor policies and state and federal regulations.
- Work closely with the Vandiver Center for Career Development to systematize support in connecting graduate students with career opportunities.
- Work closely with Alumni and Community relations to build a pipeline for graduate enrollments and fundraising.
- Communicate and build relationships with representatives across academic units in the University, including program directors and deans, to facilitate student success and promote academic services and programs.
- Represent Queens' graduate programs to both internal partners, such as the marketing department, and external constituents, such as online program managers and Charlotte Community members and other targeted audiences.

### **Non-Essential Duties**

- Other duties as assigned to meet Queens University of Charlotte and Graduate School goals.

### **Experience, Knowledge, and Skills Required**

- Prior experience in sales, marketing, client management, or admissions, preferably in a higher education academic setting.
- Strong interpersonal and communication skills, including the ability to quickly establish rapport with a broad spectrum of people, both external and internal to the University
- Commitment to the University's inclusive mission.
- Experience managing social media activity for a similar-sized organization preferred.
- Ability to exercise tact, sound judgment, and diplomacy while maintaining poise and professional image.
- Discretion with student data and other confidential materials in adherence to federal policies.
- Excellent organizational and follow-up/follow-through skills to ensure completion of assignments within established time frames.
- Ability to quickly learn and assimilate new systems and information.
- Proven ability to plan and make effective presentations in small and large groups
- Must be able to work in a fast-paced environment with demonstrated ability to prioritize multiple competing tasks and demands effectively.
- Ability to work independently and as a member of a team.
- Computer proficiency in Microsoft Office Suite; proficiency with Microsoft SharePoint desirable.
- Proficiency with enrollment or CRM software; Slate and Jenzabar preferred
- Bachelor's degree or an equivalent combination of education and experience; Master's degree preferred.

## Application Process

Qualified candidates should submit the documentation listed below via email to [hr@queens.edu](mailto:hr@queens.edu) in (.docx) or (.pdf) format.

1. A cover letter addressing the position qualifications and experience
2. Current CV or resume
3. Salary requirements
4. Contact information for three professional references

Be sure to include "**GS-DGE**" and **YOUR NAME** in the email Subject Line. (**Example:** GS-DGC Shawn Mullin)

**Submissions will be received by April 28, 2022 will receive first consideration.** Queens will continue to accept application until the position is filled.

## Queens University of Charlotte

Located in the heart of the nation's second fastest growing metropolitan area, Queens University of Charlotte leverages the city's diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non-profit, and community organization sectors.

Because of our history of innovation and our legacy of strong leadership, **Queens is positioned to be among the new forerunners of American higher education.** This is a defining moment for Queens. While other institutions are focused on sustaining and surviving, we are thinking much bigger.

Institutions that understand what is needed and are willing to reimagine what is possible can position themselves to thrive and strengthen their market position after the pandemic with innovative approaches that are deeply connected to the world and its greatest challenges.

By 2030, **Queens aspires to become the leading, private, national university of Charlotte** with deep, meaningful, and reciprocal connections to the needs of our local community and economy; inventive and multidisciplinary academic programs that are connected to the world's most pressing challenges and biggest areas of opportunity; a fully connected, integrated, and innovative set of experiences that support holistic wellness and wellbeing; a culture of continuous improvement and investment that enables faculty and staff to flourish and achieve their full potential; and a comprehensive approach to diversity, equity, and inclusion that begins on campus and radiates throughout the community.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting

and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, childbirth and conditions related to pregnancy or childbirth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

## **Benefits**

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

## **Physical Requirements** *(with or without reasonable accommodation)*

- *Visual Abilities:* Read reports, create presentations, and use a computer system.
- *Hearing:* Hear well enough to communicate with co-workers, vendors, and students.
- *Dexterity, Grasping, Feeling:* Write, type, and use the telephone, copier, and computer systems.
- *Mobility:* Open files and operate office machines; move between departments and attend meetings across campus.
- *Talking:* Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- *Lifting, Pulling, Pushing:* Exert up to 25 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- *Cognitive/Emotional:* Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions.

## **Work Conditions**

- Must be willing and able to work a flexible schedule to meet requirements of the position, including occasional evenings, and/or weekends.
- Must be willing and able to travel (by car, bus, air, or other modes as appropriate; to achieve enrollment goals.
- Work in office environment, involving contact with prospective and current students, parents, faculty, staff, service providers and vendors.
- Work has deadlines, multiple interruptions, high volume and may be stressful at times.

# QUEENS UNIVERSITY

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*Nothing in this job description restricts the university's right to assign or reassign duties and responsibilities to this job at any time; this description reflects the university's assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned; this job description is subject to change at any time.*