General Description

Leads the marketing and web strategy for all cluster graduate programs. Promotes the graduate programs of the College, such as information sessions, open house events, webinars, etc. As a member of the program admissions team, reviews applications, conducts interviews, responds to emails and telephone calls, etc. Reports to the Assistant Director of Integrated Student Services.

Examples of Duties

- Promotes the graduate programs at local, national, and international levels.
- Coordinates information sessions, open house events, webinars, company visits, and other recruiting events as needed and assigned.
- Advises students via email, telephone, online, and in-person about the graduate programs and admission process.
- Works with immediate supervisors and marketing communications (Marcom) on brochures and marketing campaigns for the assigned programs.
- Develops a recruitment plan with the upper management.
- Reviews admissions applications and makes recommendations to the program admission team.
- Works with the assigned Admissions Coordinator to ensure that the applications are complete and submitted in a timely manner for review.
- Runs weekly admissions reports.
- Codes all decisions, such as admit, deny, waitlist, deposit, in Hobsons and Banner.
- Maintains the Hobsons database and ensures that program events and emails are updated.
- Leads and manages the coordination meetings with the other enrollment management coordinators.
- Leads the marketing strategies and Marcom needs of other enrollment management coordinators.
- Participates in various University alumni, orientation, and graduation events; leads yield events.

Knowledge, Skills and Abilities

- Knowledge of University academic policies and procedures.
- Knowledge of higher education and admissions.
- Knowledge of computer operations and software, such as spreadsheets, word processing, presentations, databases, etc.
- Effective time management, customer service, and organizational skills.
- Effective oral and written communication skills.
- Ability to use independent judgment in a complex setting.

Minimum GSU Hiring Standards

Master’s degree and one year of related experience; or a combination of education and related experience.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.