Overview

Under the general direction of the Dean, the Assistant Dean for Marketing and Enrollment Management will have overall responsibility for the development, coordination, and implementation of marketing, recruitment, and enrollment strategies to communicate the brand and identity of NYU Wagner to prospective students and achieve enrollment goals. This role will be responsible for: a) managing the creation of a strategic, goal-oriented, and measurable integrated marketing and recruitment plan that effectively presents Wagner’s core values, mission, and distinctiveness to attract the appropriate number, quality, and mix of students; b) directing the development of an enrollment and scholarship plan, including using program targets and regression models to manage yield modeling, to ensure the quality and quantity of students that meets the goals and expectations of the School; c) overseeing and optimizing the administration and operations of the recruitment, admissions, and scholarship awarding processes; d) serving on the School’s leadership team and participating in the development of short- and long-range strategic planning to support the Dean’s vision and the needs of the School; e) managing and overseeing marketing and recruitment budgets to optimize return on investment; and f) supervising and developing staff who support these functions.

Responsibilities

Required Education:
Bachelor’s Degree

Preferred Education:
Master’s Degree in public affairs, marketing, communications, or a related field.

Required Experience:
10+ years progressively responsible professional experience with marketing and admissions, including extensive knowledge in developing and implementing strategic marketing, recruitment, and enrollment plans, or an equivalent combination of education and experience. Experience managing scholarship awarding and optimizing admissions operations. Experience managing budget and allocating resources to effectively achieve operational goals. Must include supervisory experience.

Required Skills, Knowledge and Abilities:
Ability to develop, direct, and implement strategic marketing, recruitment, and yield strategies to fill programs with high quality students. Proven leadership and effective strategic planning skills. Solid understanding of graduate school marketing and admissions trends and best practices. Excellent interpersonal, organizational, analytic, writing, and communication skills, including a demonstrated ability to assimilate complicated information and effectively speak and write for the prospective student audience. Proven experience leading a high-functioning team, including the ability to hire, manage, and motivate staff, and lead in a team environment. Ability to keep up-to-date on evolving technologies and the application of ever-changing marketing strategies. Demonstrated ability to derive insights from data to inform marketing, admissions, and financial aid strategies.

Qualifications
In compliance with NYC's Pay Transparency Act, the annual base salary range for this position is USD $125,000.00 to USD $175,000.00. New York University considers factors such as (but not limited to) scope and responsibilities of the position, candidate's work experience, education/training, key skills, internal peer equity, as well as, market and organizational considerations when extending an offer.

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