Position: Director Graduate Enrollment Management  
Reports to: Dean of Graduate and Professional Studies  
Department: Graduate and Professional Studies  
FSLA Status: Exempt  
Appointment Type: Full time, 12 Month

**Scope:** The Director of Graduate Enrollment Management, working under the direction of the Dean of Graduate and Professional Studies, provides leadership and support for marketing and enrollment efforts across the entire Graduate and Professional Studies program portfolio. The incumbent is responsible to ensure that the strategic goals of Graduate and Professional Studies are appropriately supported in a manner that supports the College’s mission and strategic plan, reflecting institutional strengths and priorities.

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<th>Key Accountability</th>
<th>Leadership/Administrative</th>
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| Duty Statements     | • Establish metrics for marketing, admissions, and enrollment with attendant reporting processes  
                      • Leadership and mentoring of Graduate Enrollment Management team members  
                      • Ensure that all inquiries, applicants, and students receive exceptional customer service from the Graduate Enrollment Management Team  
                      • Developing research-based business cases for a variety of GPS initiatives  
                      • Serving on joint marketing task force with undergraduate marketing to develop a comprehensive marketing plan for McDaniel College  
                      • Member of the Graduate Program Coordinator Committee  
                      • Point person for graduate marketing-related information on the Middle States Accreditation Committee  
                      • Coordination of GPS commencement and member of the McDaniel Commencement Team |
| Performance Standards | • Written reporting processes across all department (GEM) metrics  
                         • Delivery of reports on pre-arranged timelines  
                         • Current development plan for members of the GEM office  
                         • Annual goals for GEM office  
                         • Developed and assessed customer service objectives  
                         • Attendance at all assigned committee meetings |

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<th>Key Accountability</th>
<th>Recruitment and Admissions</th>
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| Duty Statements     | • Create and promulgate a seamless marketing-admissions-enrollment message  
                      • Ensures the success of recruitment initiatives  
                      • Assists in the planning and implementation of on-campus, onsite, and GPS student admissions programs  
                      • Working with Career Services to develop a stronger tie between that unit and graduate students/ alumni  
                      • Coordinates the development, updating and inventory of admissions publications and web information |
<p>| Performance Standards | • Targets for recruitment initiatives and demonstration that targets are met. |</p>
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<th>Key Accountability</th>
<th>Marketing Strategy and Implementation</th>
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| Duty Statements | Maintain calendar of recruitment events and after-action reports for future planning  
• Current publications (print and electronic)  
• Development and implementation of highly targeted and strategic annual marketing plans focused on brand, by program, by portfolio and addressing B2B and B2C prospect audiences  
• Development of scope of work, budgets and roll-out strategies for new programs reaching local, regional, and national audiences (B2B and B2C)  
• Working as a member of a team with the Office of Communication Management  
• Develop and execute an internal marketing campaign for Graduate and Professional Studies  
• Development of marketing budget models, tracking methods, marketing tactics and goals and metrics  
• Implementation and revision of various message, image, and tactical testing  
• GPS brand development and management  
• Reviewing and revising strategies and tactics based on a variety of analytics platforms  
• Copywriting, editing, creative design and tracking of various forms of online, electronic, broadcast and print solicitations including: social media ads, SEM/web ads (text and display), Podcasts and video-casts, e-mails, letters, print ads, postcards, flyers, posters, brochures, catalogues and annual reports  
• Management of outside vendors for a variety of marketing and outsourcing projects  
• Coordination of media buys (print, web, radio, TV)  
• Business analysis, risk assessment and cost-per-acquisition analysis for various college initiatives  
• Management of social media presences |
| Performance Standards | Written marketing plan(s) with year-end assessments  
• Annual marketing plan for internal audience  
• Demonstrated accomplishment of internal marketing goals  
• Annual budgets submitted by established deadlines  
• Annual Update report documenting process and initiative change based on assessments |

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<th>Key Accountability</th>
<th>Marketing Research</th>
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| Duty Statements | Benchmarking, competitive analysis, audience insights, Gap Analyses, SWOT analyses and needs assessments for existing and upcoming programs  
• New program discovery research  
• Survey research (internal and external audiences) |
| Performance Standards | Updated program analysis as required  
• New program reports submitted by deadlines |

Qualifications:
• Bachelor degree required; Master’s degree preferred
• A minimum of 5 years of experience in marketing, public relations, graduate admissions, or a related field
• Excellent oral and written communication skills
• Excellent organizational and interpersonal skills required
• Experience with creative or entrepreneurial ventures, developing marketing strategies and familiarity with non-profit environments a plus

Physical Characteristics:
• This position requires sitting for long periods of time, as well as some bending and stooping when working with files. This position does have some limited lifting involved but not more than 10 pounds at a time. Quite a bit of finger/hand dexterity is involved in regards to typing and/or filing. The overall setting of the job is in an area conducive to a normal office environment with minimal exposure to adverse conditions.