

This position implements recruitment and yield programming for prospective students and recently admitted first-year and transfer students across undergraduate, graduate and professional programs within the School of Public Health. In partnership with the School's Student Affairs' administrators, prospective and admitted student yield programming will include communicating the value of a public health education in preparation for active citizenship and career development. The Assistant Director collaborates with campus recruitment, student success programs, faculty, directors of graduate studies, departmental staff, the Committee of Admissions & Recruitment Policies, and the SPH Student Academic Affairs staff.

The Assistant Director manages the daily operations of the School's path to matriculation program, which promotes student success, enhances belonging, and increases retention. This position plans communication campaigns and manages engagement with applicants and admitted students. Assists with curriculum development for the summer SPH Success! course; conducts training and professional development; enhances program assessment and evaluation; coordinates marketing and communication strategies with first-year students, instructors, and campus partners.

Duties

Recruitment and Yield

- Develop and implement a full-range of recruitment and yield strategies to attract prospective first-year and transfer students, to meet the enrollment needs and targets of the School, including Open House, Ignite: Admitted Student Day, Preview Days, SPH Admitted Student Visit Days and more.
- Design strategic practices that can improve enrollment efforts in the School of Public Health, including outreach, special events, and communication strategies.
- Develop new initiatives to connect with SPH prospective and admitted students, including, innovative recruitment strategies to reach diverse student populations.
- Supervise student workers to execute School recruitment and enrollment activities.
- Coordinate and collaborate with School of Public Health academic division faculty, Division Directors, Director of Graduate Studies in School outreach and enrollment efforts.
- Engage in local outreach efforts with high school teachers and counselors to develop relationships with target feeder high schools. Build and nurture increasing numbers of new relationships with local high schools.
- Meet with prospective and admitted students and families, provide insight about life as a School of Public Health student via in-person appointments, video conference calls, phone calls, emails, and social media.

Engagement: Path to matriculation – communication campaign, summer program

- Develop, plan, and implement the communication campaign for students admitted to the School of Public Health to increase affinity to the school.
- Assist with curriculum development, learning outcomes, program assessment and evaluation to continue to enhance and improve SPH Success! summer program.
- Coordinate marketing and communication strategies, including recruitment efforts, website, and social media for the School's divisional programs, Undergraduate and DrPH programs.

- Collaborate and sustain relationships with campus partners including the Academic Center for Excellence, Center for Student Involvement, Student Success Initiatives, and more.

Strategic Planning and Analysis

- Prepare, interpret and present status reports and outcomes analysis and suggest and implement changes
- Participate in strategic planning which includes suggesting unit goals and priorities and identifying areas of improvement and developing new policies, practices and/or procedures.
- Conduct regular review of related university policies and procedures to propose modifications.

Additional Responsibilities

- Participate in School of Public Health and UIC committees to enhance recruitment and student engagement (Admissions Committee, Student Success Initiative, Career Development, etc).
- Involvement in local, state, and national professional associations, including recruitment and admissions (ex. Illinois Association for College Admission Counseling, National Association for College Admission Counseling) and first-year student experience initiatives (ex. Midwest First-Year Conference, National Resource Center for First-Year Experience).
- Plan, assign and review work of student employees to ensure that group objectives are met. Hire, train, develop and manage student employees to ensure that a qualified staff exists to meet group objectives.
- Assist with SPH student events, such as orientation, commencement, and Preview Day.
- Perform other related duties and participate in special projects as assigned.

Qualifications

A minimum of a Bachelor's degree in Public Health, Education, Public Administration, Liberal Arts or related field required. Master's degree preferred. A minimum of 3 years' experience in admissions, recruitment and/or marketing. Knowledge of enrollment management and admissions strategies. Experience in curriculum development and instructions preferred. Strong interpersonal, management, communication, analytical and writing skills. Proficiency with Microsoft Office. Proficiency with social media platforms. Ability to work autonomously and collaboratively in a diverse and team-based environment.

To apply, please visit: <https://jobs.uic.edu/job-board/job-details?jobID=147438> and complete an application, including a cover letter, resume and the names and contact information for 3 references by July 30, 2021.

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