



Office of Enrollment Management

Assistant Director of Admissions, Recruitment, and Marketing **This position is located at IUPUC in Columbus, Indiana.**

IUPUC—Indiana University-Purdue University Columbus—continues to deliver high-quality undergraduate and graduate degree programs aligned with and responsive to regional educational needs since 1970. IUPUC is located in Columbus, Indiana, and enrolls between 1,500 and 1,800 students annually. IUPUC offers academic programs to students who reside in Bartholomew, Brown, Decatur, Jackson, Jefferson, Jennings, Johnson, Ripley, Shelby, and other counties in southern Indiana.

RESPONSIBILITIES

The Assistant Director of Admissions, Recruitment, and Marketing is responsible for assisting the Director of Recruitment and Admissions in providing leadership and carrying out significant and complex administrative responsibilities in order that the Office of Recruitment and Admissions might meet established enrollment goals each year.

This is accomplished through the formulation and implementation of comprehensive marketing, recruitment and admissions plan that includes targeted advertising, travel, campus visitation programing, and written and telephonic communications specifically designed to recruit and enroll traditional undergraduate students at IUPUC. The Assistant Director is directly responsible for developing and managing admissions marketing and communications plans.

The Assistant Director of Admissions, Recruitment, and Marketing will ensure that all marketing and communication materials/ email campaigns are designed in accordance to IU Brand standards and will work with the Director of Enrollment and the Director of Communications and Marketing to ensure quality and timely completion of projects. The Assistant Director of Admissions, Recruitment, and Marketing will create, develop, and implement marketing and recruitment initiatives via email, print, and web aimed at various target audiences. The individual will provide training and direction to student workers for the Recruitment and Admissions various social media outlets.

The individual will be responsible for the management of a small two county territory within the IUPUC recruitment region. This will require occasional travel throughout the year. A special focus for this position will be the enhanced guidance and management for marketing and communications practices, campaigns, and initiatives for the Office of Recruitment and Admissions.

REQUIREMENTS

Bachelor's degree from an accredited institution, plus at least 2 years of relevant experience in a marketing, communications, recruitment and/or related area. This includes the management of a recruitment territory and development and management of marketing content in print, email, or digital form as it relates to social media for a college, business, government agency, or other organization with demonstrated experience in writing and editing content for print, email, web, or social media.

The candidate should be a responsible person with a professional demeanor, strong work ethic, team player/ collaborator, and the ability to work in a fast paced and diverse environment. Strong skills in writing, editing, and an understanding of design. The individual should be comfortable with travel and direct engagement with target recruitment audiences. The position requires the individual to work both independently and collaboratively as a member of a team, use discretion and independent judgement, and provide complex and innovative solutions.

INSTRUCTIONS ON HOW TO APPLY

Qualified applicants interested in the position must apply online at <https://jobs.iu.edu/> Search for **posting #07447P**. A resume and cover letter must be submitted with your online application. Indicate in your cover letter why you are interested in becoming a member of IUPUC's team. The deadline for applications is **Monday, April 10, 2018**.

BENEFITS/PERKS

University-sponsored benefit plans are a significant part of Indiana University's total compensation package. You may want to go to <http://hr.iu.edu/benefits/> to learn more about the resources, services, and other generous benefits available to Indiana University employees.

Columbus is located one-hour south of Indianapolis, 1¼ hours from Louisville, and 1½ hours from Cincinnati. Columbus is a unique Midwestern community with a population of 46,000 known for its world class architecture. The American Institute of Architects ranked Columbus sixth in the nation for architectural innovation and design – right behind Chicago, New York, Boston, San Francisco, and Washington, D.C. There are wonderful programs for young children, many parks, excellent philharmonic orchestra, and people trails. The community is also well known for its culture and its predilection for innovation.

For further information please visit: <http://www.iupuc.edu/> and <http://columbus.in.us>

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