Recruitment Specialist (Graduate and Undergraduate Programs) - Part-Time

Hourly rate: $25.00

UD’s College of Education and Human Development (CEHD) is seeking a part-time person to work with the recruitment and marketing of our graduate and undergraduate programs. Reporting to the Senior Assistant Dean and the Assistant Dean of Graduate Student Services, in the College and working with the student services unit, this person will be responsible for creating and implementing a recruitment and marketing plan for all graduate programs, and supporting undergraduate recruitment activities.

Responsibilities:

Graduate Recruitment
- Create and implement a marketing outreach plan for all graduate programs
- Write sequential messaging for Slate, the customer relationship management tool used to communicate with prospective students throughout their application process
- Measure and evaluate efforts and successes, and make recommendations for further recruitment activities
- Develop and implement systems for recruiting historically underrepresented groups and international students
- Find and showcase activities in our college that demonstrate how graduate students engage in a wide portfolio of activities
- Independently write and edit copy for electronic marketing pieces, print materials and the web
- Communicate and engage with prospective students both electronically and in person
- Coordinate and assist with recruiting and yield events
- Assist with online marketing for the following programs: online literacy program, special education online, teacher leadership

Undergraduate Recruitment
- Write messaging for Slate, following direction and guidelines from the Admissions Office
- Assist with recruitment and yield events
- Create and update complementary recruitment materials (electronic, print, web)
- Support efforts for recruiting historically underrepresented groups and international students
- Evaluate efforts and successes, and make recommendations for further recruitment activities

Qualifications:
- Bachelor’s degree in communications, marketing, English or a related area, graduate student experience preferred
- Previous experience in higher education admissions
- Proven ability to visualize and execute a marketing communications strategy
- Experience writing and designing marketing materials for both current and new undergraduate and graduate programs
- Strong social skills
- Able to work independently
- Experience marketing online programs preferred
- Experience in conducting comparative market research preferred
- Experience marketing online programs preferred
- Experience with Slate preferred but not required

Position
- Approximately 20-25 hours per week, with flexible hours.
- Work must be completed on-site during office hours.
- Some night/weekend work will be required.
- Position will be report to the CEHD Dean’s office on UD campus.
- Miscellaneous wage position does not provide University benefits.

To apply, please provide resume, cover letter and two writing samples preferably demonstrating recruitment, relationship building or marketing skills. Please send these materials to Marie Senff at senff@udel.edu.

Employment offers will be conditioned upon successful completion of a criminal background check. The University of Delaware is an Equal Opportunity Employer, which encourages applications from Minority Group Members and Women. The University’s notice of Non-Discrimination can be found at www.udel.edu/aboutus/legalnotices.html.