

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

Assistant Director of Admissions – Graduate Programs

POSITION OVERVIEW

Reporting to the Associate Vice President of Enrollment, the Assistant Director of Admissions – Graduate Programs provides support to the overall graduate recruitment efforts of the Academy. The Assistant Director of Admissions – Graduate Programs will be responsible for the recruitment marketing strategy for the MMA graduate programs. This individual will also create, coordinate, and execute virtual recruitment events for prospective graduate students. The incumbent will serve in a public relations/informational role with prospective applicants and will cultivate relationships with industry partners. This position requires high professional and ethical standards in the handling of confidential information, including information protected by FERPA. This is a union salaried support staff position.

DUTIES

Outreach Efforts

- Advises students regarding educational opportunities and options, admission and other requirements, policies and procedures, transfer of credit, and financial assistance, as appropriate.
- Plans, develops, implements, and evaluates programs, special projects and events, and other initiatives geared to recruiting students within targeted populations and facilitating admission to the MMA graduate programs.
- Analyzes trends in student recruitment and retention programs and participates in the establishment and implementation of recruitment and retention strategies, resources, policies, and procedures.
- Responsible for executing strategic recruitment initiatives and tracking recruitment expenses.
- Plans and participates in recruitment events, information sessions, and outreach initiatives.
- Assists with creating and distributing a range of resources and promotional materials designed for the recruitment and retention of students.
- Maintains expansive knowledge of graduate program offerings and processes, including curriculum mapping, program delivery, and sequencing.
- Manages communication workflows with prospective students through the CRM system, ensuring timely, consistent, and personalized communication that supports inquiry conversion and applicant yield.
- Collaborates on and influences marketing and communications to ensure accurate, compelling, and brand-aligned recruitment content allowing the design of recruitment plans that highlight the unique value of each program.
- Collaborates with academic departments and program directors to understand program needs, enrollment goals, and target audiences, and to showcase applied learning and graduate career outcomes.

- Identifies, develops, and maintains relationships with internal and external stakeholders, including faculty, alumni, current students, partner organizations, and institutions to build and sustain enrollment pipelines.
- Develops new opportunities for business partnerships that create new enrollment pipelines and builds MMA awareness and brand.
- Researches new avenues for recruitment and makes recommendations for strategies to engage in new opportunities.
- Prepares regular enrollment reports to inform decision-making.
- Demonstrates a strong commitment to continuous improvement.
- Achieves aggressive monthly and / or annual recruiting goals.
- Interacts regularly with enrollment leadership team to develop recruiting strategies and partnerships.
- Conducts in-person and virtual New Student Orientation programs, in collaboration with program faculty and integrates the use of Student Ambassadors in the campus Orientation experience.
- Conduct in-person and virtual informational / recruitment sessions integrating the use of Student Ambassadors in the campus visit experience.
- Participates, as needed, in undergraduate recruitment efforts including on and off-campus recruitment events.
- Performs other duties and completes special projects as needed and assigned.

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS

- Ability to convey the school's mission.
- High professional and ethical standards for handling highly confidential materials.
- Exceptional ability to speak and write clearly and persuasively, to include public speaking.
- Excellent interpersonal skills are necessary to provide first class customer service to prospective students, their families and both internal and external stakeholders.
- Strong analytical skills and the ability to think strategically to develop an effective recruitment plan.
- The ability to establish strong and effective personal and professional relationships.
- The position requires strong planning and organizational skills, attention to detail, and the ability to effectively manage multiple projects.
- The successful candidate will demonstrate flexibility and initiative, and the ability to work independently as well as part of a team; and
- Must be adept in social media communication.

QUALIFICATIONS

- Bachelor's Degree in Business, Education or equivalent experience preferred.
- 3-5 years progressively responsible professional experience in admissions, or higher

education administration preferred.

- Must be available and willing to work a varied schedule, including evening/weekend work and several weeks of seasonal travel per year. Must have a valid driver's license (with proof of insurability) and the ability to obtain an Academy credit card.
- Willingness to travel by air required at the time of hiring and throughout the term of employment (ability to obtain a valid passport and T.W.I.C).
- Grasp of admission and financial aid procedures and academic opportunities.
- Must be responsive and adaptable to a fast-paced environment and fluctuating responsibilities
- Strong proficiency in using Windows operating systems, MS Office (Word/Excel/Power Point), email and internet usage, experience working with databases and database management, experience working with social networking sites (LinkedIn, Facebook, Twitter, etc.) preferred.
- Familiarity with customer relation management (CRM) systems, specifically Slate, and student information systems (SIS).
- Ability to learn and become proficient and new and emerging software that will assist in the recruitment and retention of students.
- Coast Guard License or maritime experience helpful but not required.
- Demonstrated oversight of budgets and fiscal responsibility.

SPECIAL CONDITIONS

- This position requires a Criminal Background Check.
- Tobacco-free campus.

PHYSICAL/ENVIRONMENTAL REQUIREMENTS

- This job requires the capacity to travel via air, land, and sea.
- Extended absences, irregular hours, evening work and weekends as necessary.
- Very occasional exposure to the elements, including rain, sleet, snow, seas when coordinating outdoor events.
- Frequent use of keyboard and computer screen.
- Occasionally exerts up to 10 – 20 pounds of force.
- Requires occasional lifting, stooping, kneeling, crouching.
- Ability to walk the length of the campus several times during a day and to provide tours of the Training Ship State of Maine and/or the Bowdoin, which includes walking on inclines, through narrow passageways and climbing stairs.

Maine Maritime Academy Position Factor Evaluation			
	Job Title: Graduate Enrollment Specialist	Job Code:	
	Wage Grade: 18	Total Points: 416	
	Factor	Degree	Points
1	Knowledge and Skill	5	180
2	Effort		
	A. Mental and Visual Effort	5	40
	B. Physical Effort	3	30
3	Responsibility for Cost Control	2	16
4	Responsibility for Others		
	A. Injury to Others	1	8
	B. Supervisory Responsibility	2	16
	C. Sensitive Information and Records	5	40
5	Working Conditions	3	30
6	Responsibility for External and Internal Relations	7	56
	Date of last reclassification: 2022-07-25		