

Position Title: Graduate Programs Recruitment & Retention Manager

Department: Ashbrook

Reports to: Director of Graduate Programs

Position Summary:

Working collaboratively with the Director of Graduate Programs as part of Ashbrook's Teacher Programs team, the Graduate Programs Recruitment & Retention Manager will develop, implement, execute, and monitor a comprehensive marketing, recruitment, and retention program for the Master of Arts in American History and Government (MAHG) and its associated programs. The Manager will liaise with professional marketing partners, other Ashland University departments, department faculty, and other relevant parties to promote the programs, cultivate prospective students, drive enrollment through proactive on-boarding, and work to retain students enrolled in the graduate program.

Essential Position Duties and Responsibilities:

- Assist the Director of Graduate Programs in developing, implementing, executing, and monitoring a comprehensive marketing and recruitment program for the Master of Arts in American History and Government (MAHG) and its associated programs.
- Liaise with professional marketing partners, other Ashland University administrative offices, program faculty, Ashbrook teacher programs team, and other relevant parties to promote the programs, cultivate prospective students, and drive enrollment.
- Develop, maintain, and continuously refine the inquiry and admissions communications flow in Slate CRM.
- Create and maintain marketing and recruitment-related content at the program's websites.
- Travel to major national social studies teacher conferences to recruit students.
- Assemble and report regularly on inquiry, application, admission, and enrollment statistics.
- Participate actively in the on-boarding process for newly admitted students.
- Work with the Director of Graduate Programs to develop a retention strategy to ensure students successfully complete their graduate degree.
- Supports the mission and vision of the Ashbrook Center.

Position Requirements – Identify Essential and/or Preferred Requirements

Education:

- A master's degree or higher in American history, American politics or a related field is strongly preferred; candidates with a bachelor's degree in history, political science, secondary education, or a related field who are working toward a master's degree in the above fields will be considered.

- A graduate of Ashbrook's Master of Arts in American History & Government is strongly preferred.

Experience:

- Minimum Experience - At least five years professional experience in education, either in a classroom teaching or administrative capacity at the K-12 or postsecondary level.
- Preferred Experience - At least seven years experience teaching secondary school social studies; a record of innovative instructional practices centered on the use of primary source documents in the social studies classroom; a record of instructional mentorship and leadership in the school, school district, or at professional conferences.

Skills:

- Experience as a K-12 classroom teacher (secondary social studies preferred) is ideal though not required.
- Excellent communication skills, both written and verbal, and the ability to use those skills to develop recruitment materials and communicate with prospective students.
- Experience with (or the aptitude to learn) Slate CRM, similar higher education recruitment systems, Salesforce, or other relational database systems; experience with (or the aptitude to learn) webpage content management systems, including Drupal and WordPress.
- Ability to work both independently with minimal supervision and to work collaboratively as a part of Ashbrook's Teacher Programs team.

Working Conditions and Physical Requirements:

The preferred home location for this position is office-based year round at our Ashland, Ohio main campus. Some recruitment travel (two to five times annually), which may include weekends. Must be available to work weekends and holidays during June and July.