

**THE NATIONAL GRADUATE SCHOOL
JOB DESCRIPTION
1 of 3**

JOB TITLE: Director, Enrollment Management
DEPARTMENT: Enrollment Management
EEO: Management
FLSA Status: Exempt

Nature of Work:

The National Graduate School seeks an innovative person to expand the success of enrollment management in student recruitment and new business development of the organizations that sponsor student attendees. From Headquarters in Falmouth, Cape Cod, Massachusetts, NGS serves adult working professionals who enroll at a distance in degree and non-degree programs at diverse national sites and on-line.

NGS combines the agility of an entrepreneurial institution with the credibility of a ten-year regional reaffirmation by the prestigious New England Association of Schools and Colleges and educational alliances with leading Fortune private sector and leading public and military organizations. NGS programs are distinct among higher education institutions for a benchmark rate of retention and 99% program completion rate on time. NGS programs are preeminent for work-related projects that achieve tangible, financial Return on Investment (ROI), and both student and sponsor customer satisfaction has been correspondingly high for the entire history of the institution.

In preparation for the expansion of the Graduate School in 2007 into additional degree programs and enhanced relationships with strategic learning collaborates (SLPs) NGS has created the new position of Director, Enrollment Management. The successful candidate will have a record of steadily advancing responsibilities and measurable achievements within both higher education and the private or public sectors. The incumbent will be recognized for contributions to new business development.

The Director advances institutional financial goals through data analysis, benchmarking and innovation. The Director collaborates in the development of institution-wide-wide policies, maps the value stream of EMGT processes and assures best practices.

Under mentorship by the Vice-President, the Director will begin by taking a pro-active "hands-on" approach, establishing points of contact at SLPs, scheduling and delivering briefings, and transforming potential interest into enrollment. The Director will lead staff through high-level presentation skills, including the ability to interface effectively with potential applicants and influential external contacts.

THE NATIONAL GRADUATE SCHOOL
JOB DESCRIPTION
2 of 3

General Duties, Responsibilities and Best Practices:

1. Assists VP/EMGT in developing strategic plan for acquisition of strategic learning partners (SLPs) and sponsors.
2. Represents NGS with potential applicants or account executives at in person and on-line briefings, site visits and sponsor discussions.
3. Assists VP/EMGT in developing EMGT performance metrics.
4. Leads, develops and implements initiatives and incentives that have positive bottom line impact.
5. Facilitates staff planning and review sessions for report to VP/EMGT.
6. Assists building of support branding and marketing assets.
7. Maps process value stream to assess operational and cost effectiveness.
8. Continuously improves the recruitment process through performance measures, feedback loops and corrective actions.
9. Employs rapid improvement events (kaizen) as needed.
10. Is a benchmark to EMGT staff because of flawless execution, contributions to recruitment goals, quality and innovation.

Knowledge, skill sets and abilities:

1. Knowledge of marketing/branding.
2. Proposal and program management in accelerated timelines.
3. Analytical and research skills to develop or improve new business opportunities.
4. Facility in applying lean management in EMGT.
5. Process Excellence experience leading significant improvement initiatives.
6. Utilizes quality system principles, e.g continuous improvement in recruitment processes.

**THE NATIONAL GRADUATE SCHOOL
JOB DESCRIPTION
3 of 3**

Working Conditions or Additional Requirements:

1. All information (written, verbal, electronic, etc.), whether related to NGS or to NGS clients and students, et al. that an NGS employee encounters is confidential and proprietary. Adherence to school compliance policy, department guidelines/policies and all applicable laws and regulations is required at all times. A non-disclosure agreement will be required and contravention will result in immediate dismissal.
2. Travel is required as related to business development or institutional functions, e.g. briefings.
Overnight stays will be required.
4. Must be able to drive, walk up and down stairs, lift and carry materials up to 50 lbs.

Minimum Qualifications:

1. Bachelors degree. Masters preferred.
2. Evidence of initiative in acquiring job-related education e.g. database searches, distance education techniques, process improvements also preferred.
3. 7-10 years related experience
4. Knowledge of recruitment-related databases, e.g. Hoovers.
5. Facility with relevant Microsoft and Adobe programs.
6. Knowledge of the principles and practices of Quality Systems Management strongly preferred.
7. Excellent verbal and written communication skills.

Compensation

1. Salary, benefits and special recognition commensurate with experience and achievements.
2. Quarterly and annual assessment through a pre-established balanced scorecard of qualitative and quantitative measures, such as adherence to NGS values and demonstrable contributions to EMGT goals.

* This description is not intended to be a complete statement of job content; rather to provide a guide to the essential functions performed. Management retains the discretion to add to or change the duties of the position at any time.